PARKING MATTERS

A Strategic Plan for Parking + Mobility in Savannah

**Community Open Houses
March 3-4, 2016**

NELSON NYGAARD

symbioscity
PEOPLE + PLACE + PLANET

Carl Walker
vhb

Study Process and Where We Are Now

- In an early stage of recommendations
- Next steps include final report and implementation plan

TASK DESCRIPTION	Winter-Spring 2015	Spring-Summer 2015	Autumn-Winter 2015	Winter-Spring 2016
Study Start Up & Ongoing Management				
Market Research & Data Collection				
Model Development & Modeling				
Parking Scenario Analysis & Evaluation				
Public Involvement & Stakeholder Outreach				
Strategic Plan & Implementation Plan				
Final Documentation & Project Deliverables				

COMMUNITY OPEN HOUSE

Presentation of **draft recommedations** for
Improving parking and mobility in greater downtown Savannah

THURSDAY MARCH 3rd | 4 PM – 7 PM
Holiday Inn Express | 199 Bay Street (@ Abercorn)

Open House Format - Presentation at 6 PM
Entrance on Abercorn Street - Take Elevator Down to Meeting Room Level
Free Parking in Bryan Street Garage - Bring Ticket to Meeting for Validation

Same Meeting - Two Opportunities to Participate

FRIDAY MARCH 4th | 11 AM – 2 PM
Metropolitan Planning Commission | 112 E. State St.

Open House Format - Presentation at Noon
Arthur A. Mendonsa Hearing Room
**Free Parking in State Street Garage - Bring Ticket to Meeting for Validation**

Why Does Parking Matter?

- Parking is closely linked to:
  - Economic vitality
  - Local business health
  - Development potential
  - Pedestrian environment
  - Traffic patterns
  - Bicycling accommodations
  - Signage and wayfinding

Study Background

- Downtown is attracting new development (hotels, residential, students and civic)

- Downtown still has many opportunities for redevelopment particularly in-fill and restoration/reuse

- Areas adjacent to downtown are increasingly viable for downtown expansion and should be viewed as a continuation of downtown

Sharing

Single-Use

Single-Use; Events

Single-Use
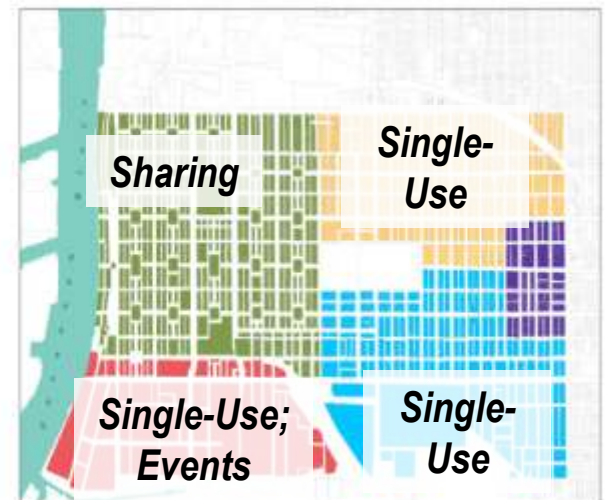
Project Study Area

- Broad focus, but with specific character area applications

- Understand dynamics of parking demand and how else this might be met

- Parking challenges differ by context – different approaches needed in different areas

- Comprehensive analysis: parking and mobility options were considered

Role of Parking
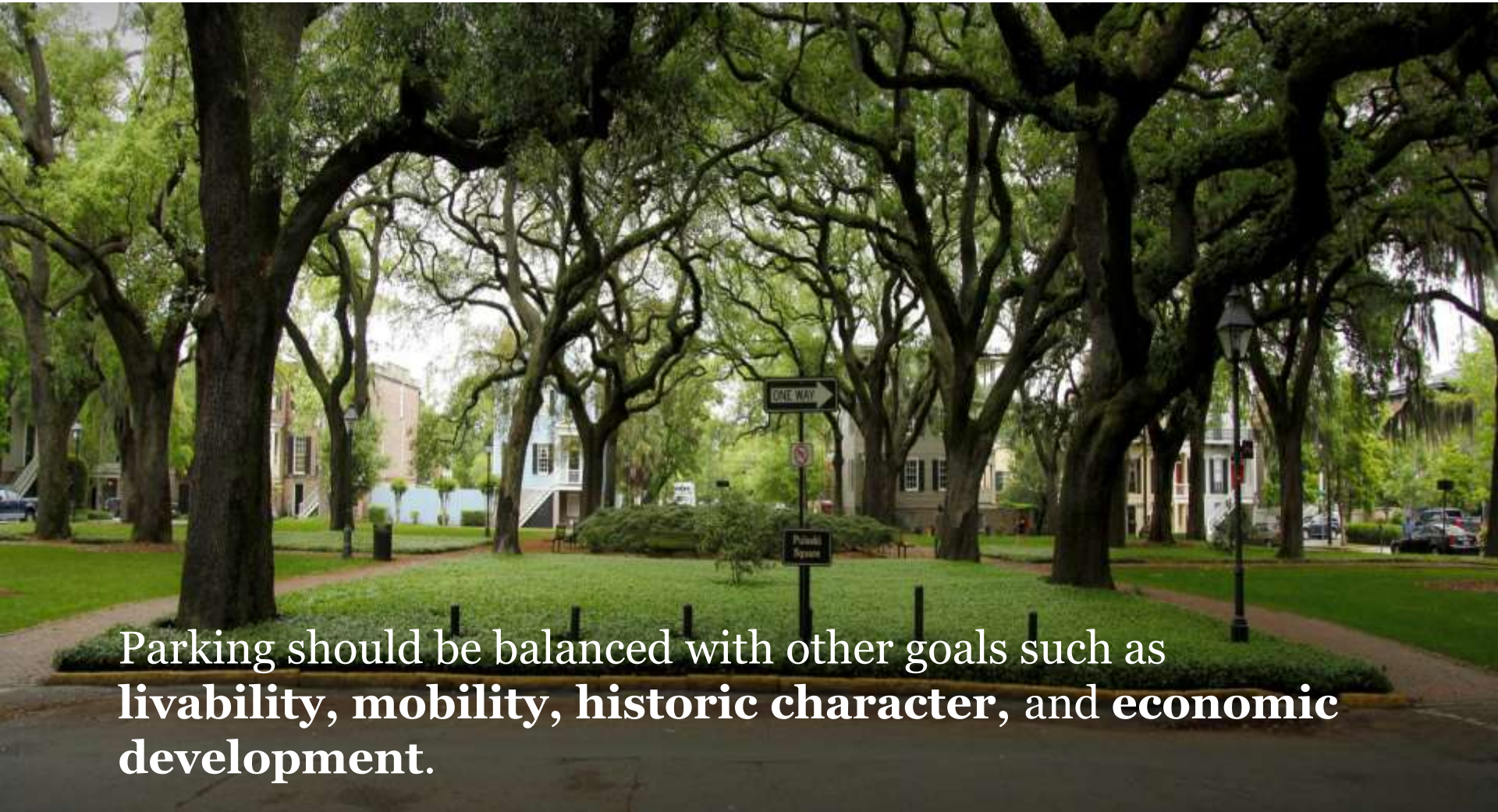
Parking should be balanced with other goals such as **livability, mobility, historic character,** and **economic development**.

Study Goals

Develop a parking and mobility plan that:

- **supports both public and private parking uses**

- **promotes the safe and efficient use of all legal parking**

- **provides reliable mobility options and strategies for infrastructure enhancement**

- **balances business development, quality of life and appropriate additions to community character**

PARKING MATTERS | A Strategic Plan for Parking + Mobility in Savannah

Common Understanding

The reality is that parking is not enforced on weekends. The City waives 3 days of income

The solution to downtown parking is better mass transit/shuttle system

I don't think we have parking problems if we are willing to walk a few blocks

Warren and Washington wards are bordered by commercial streets and therefore needs 'Resident Parking Only' stickers for the residential streets

Meters on Broughton are the dumbest idea ever.

Only charge or time parking in front of businesses - free parking elsewhere

Collecting and Analyzing Data

System Recommendations

Mid-City Area

- On-street parking generally has high availability
- Bull Street commercial corridor and adjacent lots have higher activity, especially Saturdays
- Overall, room to absorb new development, though selected management in this area might make sense

DISCOVERY AND ANALYSIS

PARKING INVENTORY

On-Street Parking

Cost and Time Limit

- Free, 0.5 Hours
- Free, 1 Hour
- Free, 1.5 Hours
- Free, 2 Hours
- Free, 3 Hours
- Free, 5 Hours
- Free, No Time Limit
- Free, No Parking School Days 8-4
- $0.30 / Hour, 10 Hours
- $0.50 / Hour, 1 Hour
- $0.50 / Hour, 2 Hours
- $0.50 / Hour, 3 Hours
- $0.50 / Hour, 5 Hours
- $1.00 / Hour, 0.5 Hours
- $1.00 / Hour, 1 Hour
- $1.00 / Hour, 1.5 Hours
- $1.00 / Hour, 2 Hours
- $1.00 / Hour, 3 Hours
- $1.00 / Hour, 5 Hours
- $1.00 / Hour, 10 Hours

Regulation

- Handicapped
- Reserved
- Bus Stop
- Carriage Stand
- Local Tour Bus
- Motor Coach
- Taxi Stand
- Valet
- Other Freight/Passenger Loading

Off-Street Parking

Off-Street Facility Type & Listed Hourly Cost

- Public, No Hourly/Listed Cost/Free
- Public, $0.30 / Hour
- Public, $1.00 / Hour
- Public $2.00 / Hour
- Private (Available to Public), Cost TBD
- Private (Available to Public), $1.00 / Hour
- Private (Available to Public) $4.00 / Hour
- Private (Customers Only)
- Private (Reserved)

Parking Type	Number of Spaces
On-Street	15,346
Off-Street	17,236
TOTAL	**32,582**

DRAFT

Savannah River

Thursday @ 3 PM

DRAFT

Utilization Levels

0% to 60%

61% to 80%

81% to 90%

91% to 100%

Over 100%

Saturday @ 7 PM

Utilization Levels

0% to 60%

61% to 80%

81% to 90%

91% to 100%

Over 100%

DRAFT

Occupied | Vacant

7AM	9AM	11AM	1PM	3PM	5PM	7PM	9PM
10,905	9,701	8,107	8,316	8,233	7,460	7,440	8,195
6,015	7,219	8,813	8,604	8,687	9,460	9,480	8,725
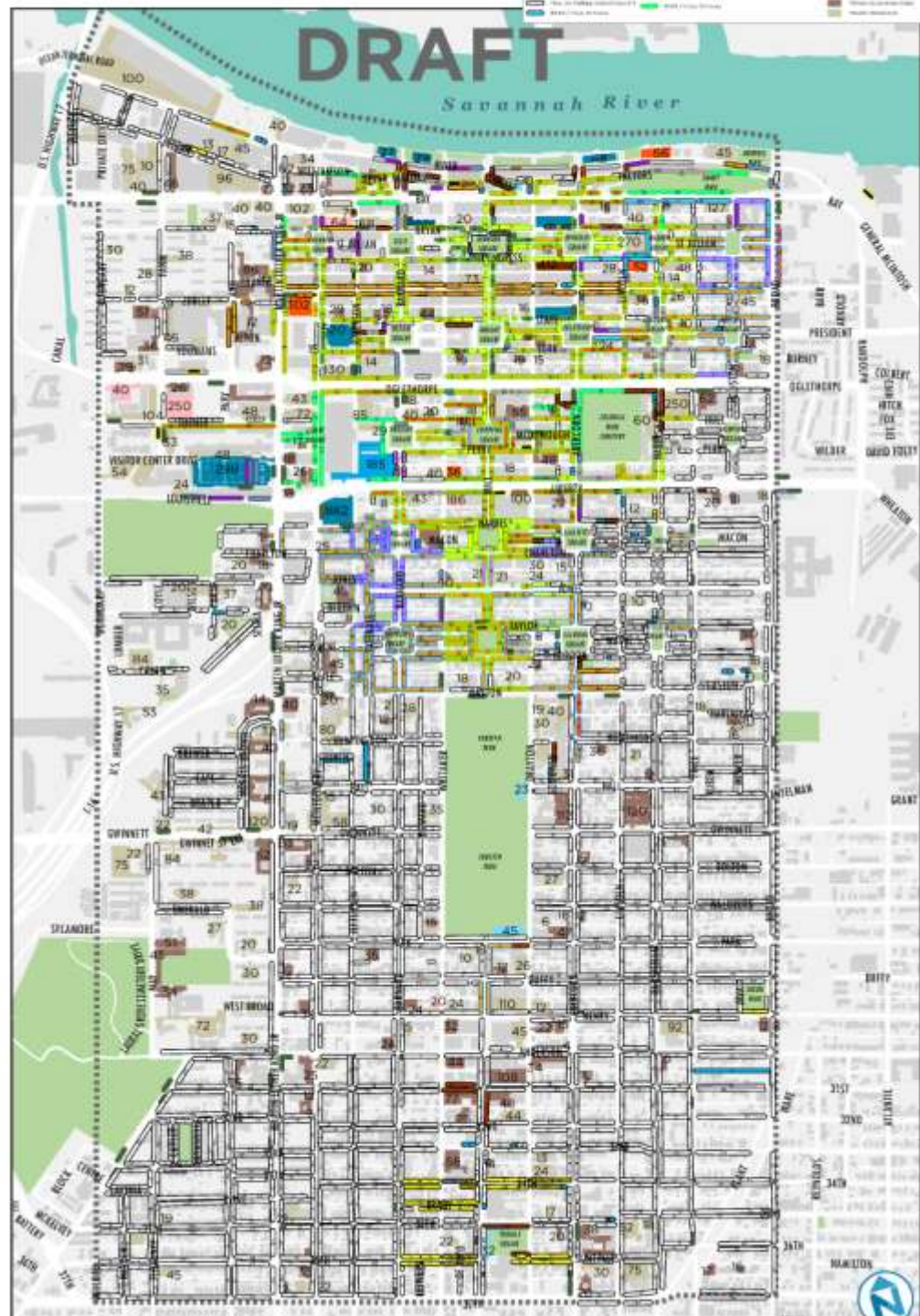
Saturday @ 3 PM

DRAFT
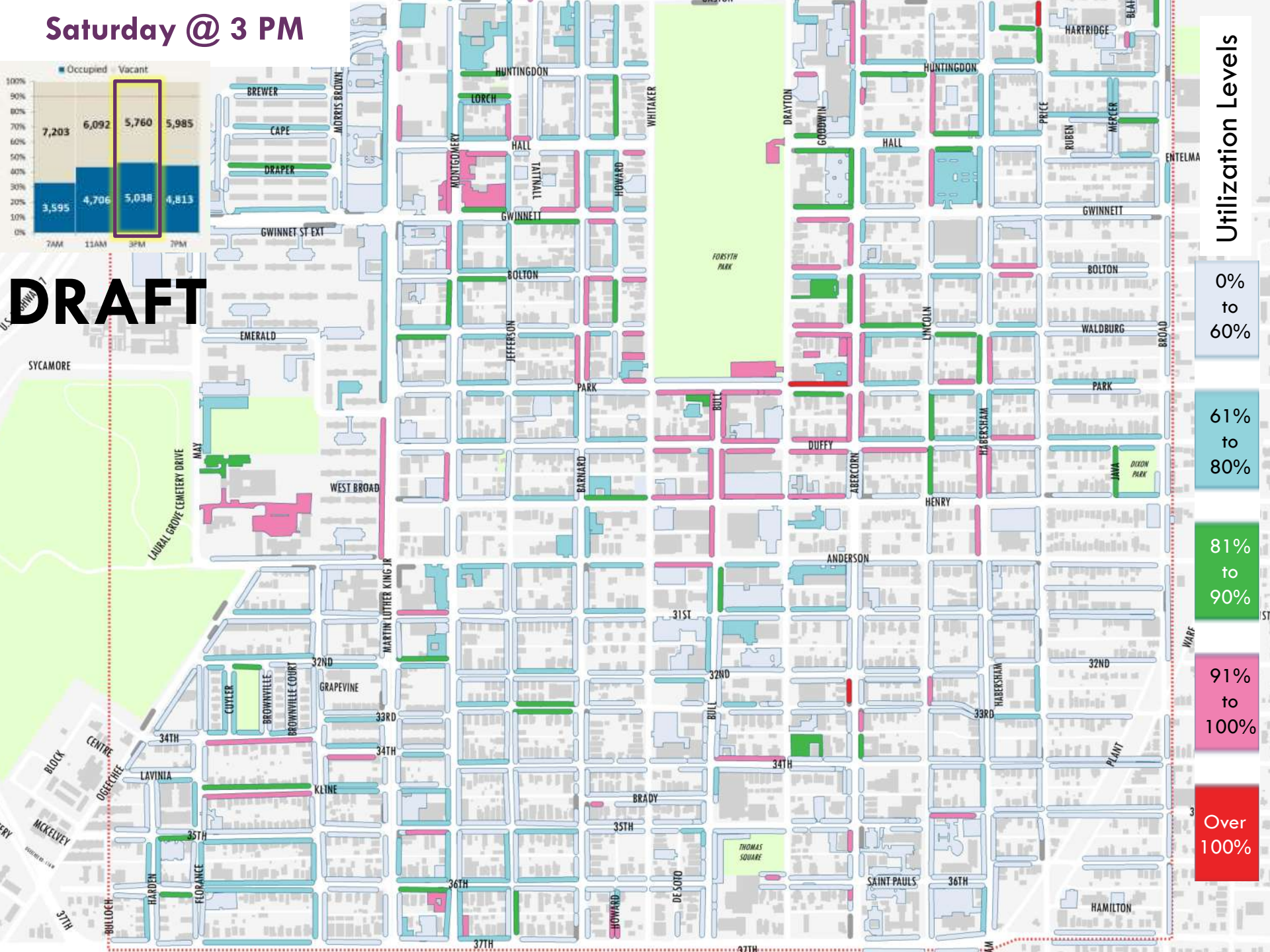
Utilization Levels

0% to 60%

61% to 80%

81% to 90%

91% to 100%

Over 100%

Land Use Profile

3.4M sq ft office in the larger area

Over 1.6M sq ft retail

1800 single-family homes; more than 9000 multi-family units
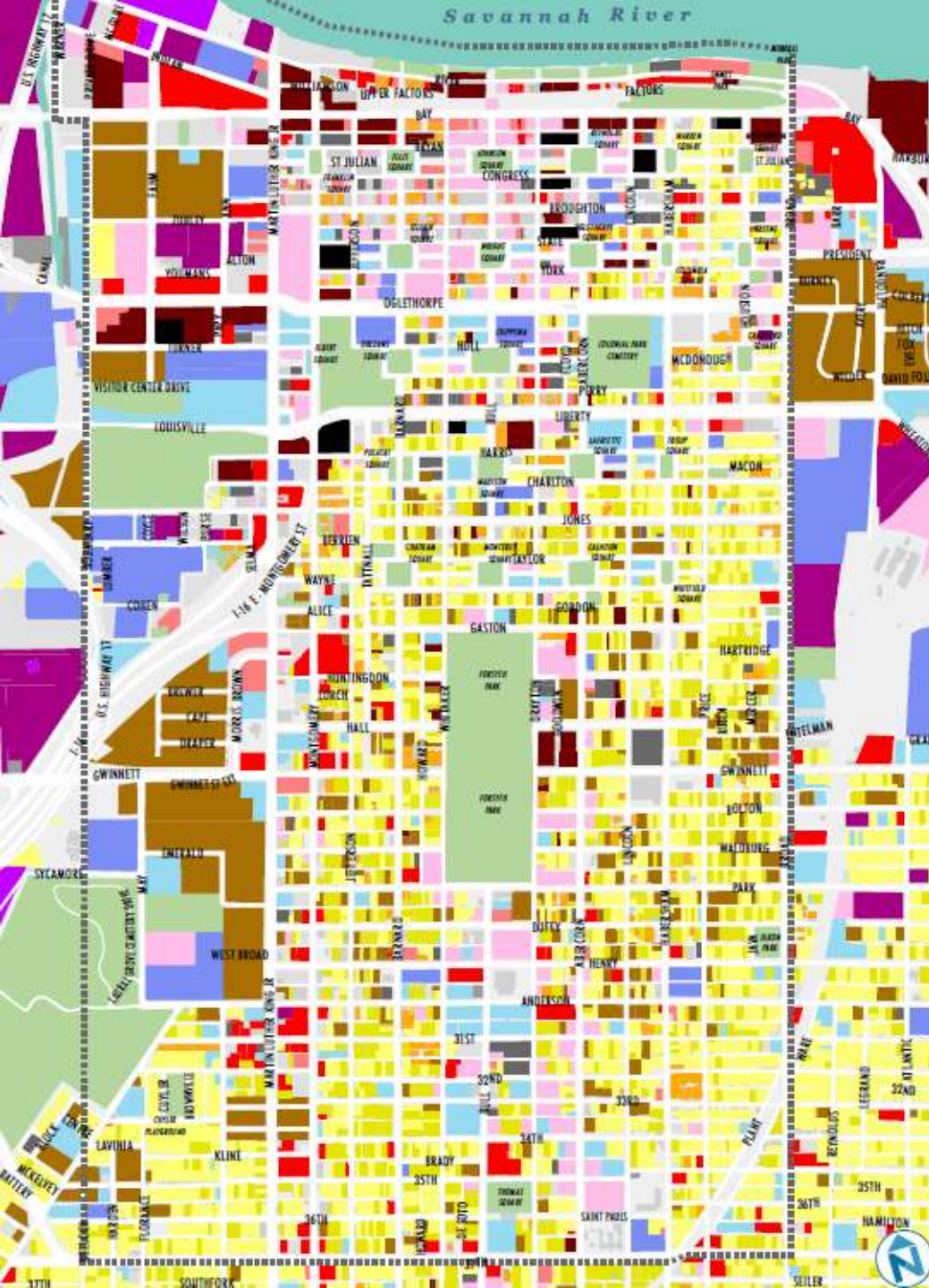
Where is Growth Happening?
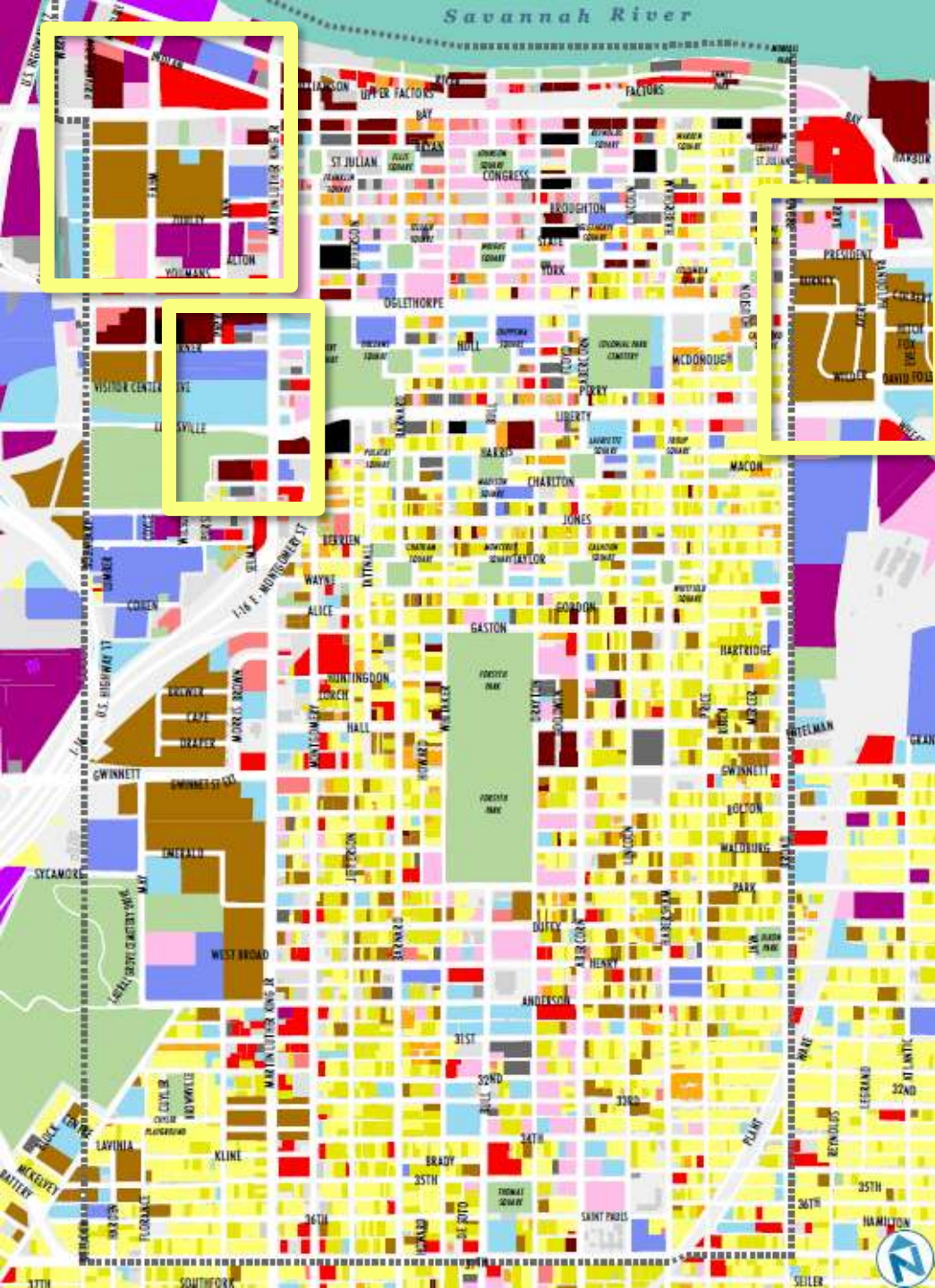
- Edges of downtown

- Close to historic core, but not in immediate walking distance

- More residential and hotel uses than office and retail

Public Outreach: Four Primary Channels

- **Public Workshops and Stakeholder Meetings**

- **Technical Committee**
  - City Staff
  - MPC
  - CAT

- **Project Advisory Committee**
  - SDBA
  - DNA
  - SDRA
  - TLC
  - HAS
  - SCAD
  - Visit Savannah
  - Others

- **Online Survey** – over 1,600 responses

- **Continuous Web Presence** www.SavannahParkingMatters.com

Online Survey: www.savannahparkingmatters.com

- Survey closed early July

- Over 1,600 responses

- Paper copies made available at CAT Transit Center

Survey: What is your greatest transportation challenge in Savannah?

No driving/parking challenges 5%

Traffic congestion on the way downtown 4%

Getting downtown without a car 2%

Poor walking conditions 1%

Other 9%

Traffic congestion in downtown 9%

Parking close to my final destination 70%
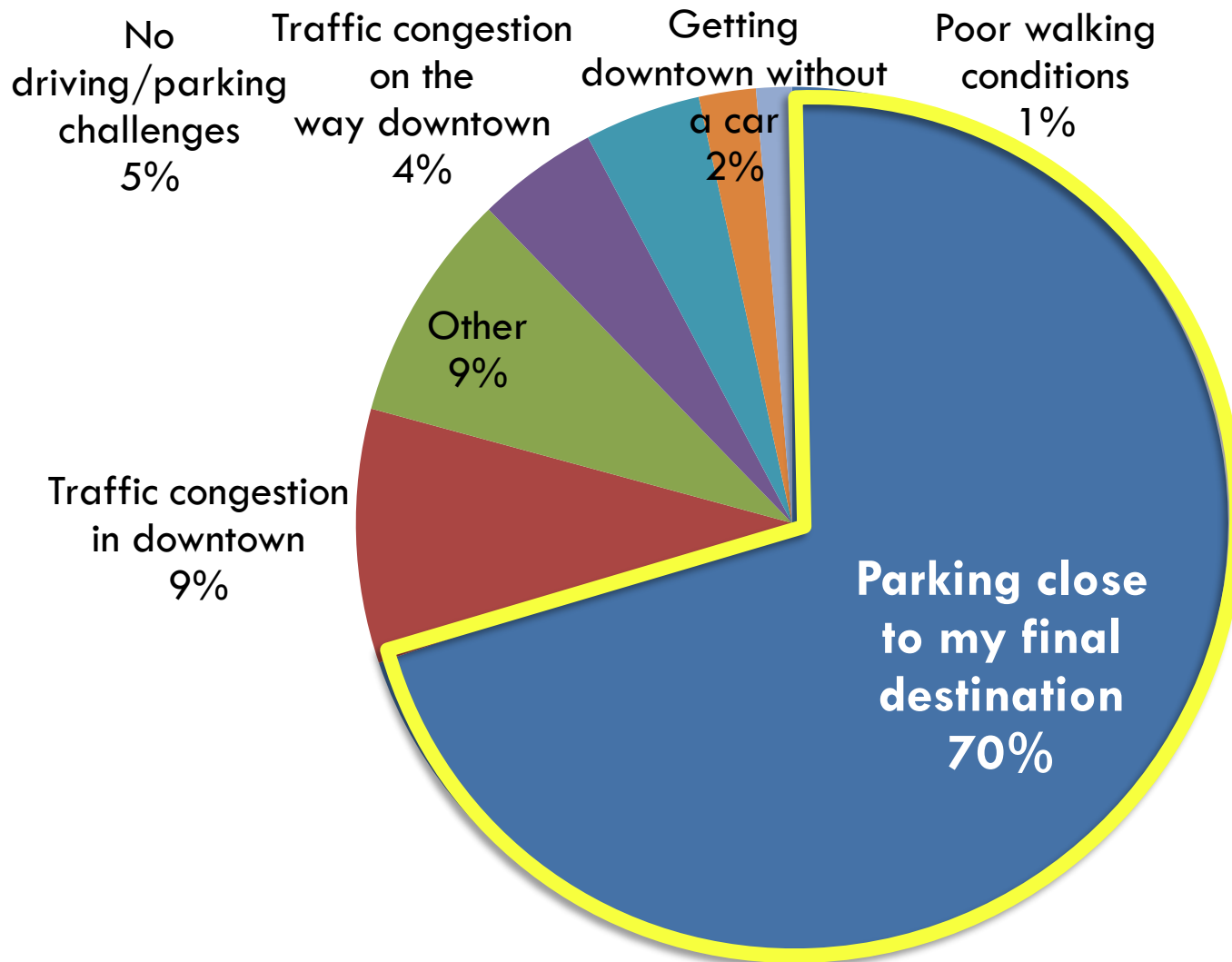
Survey: How far did you park from your destination?

Residents
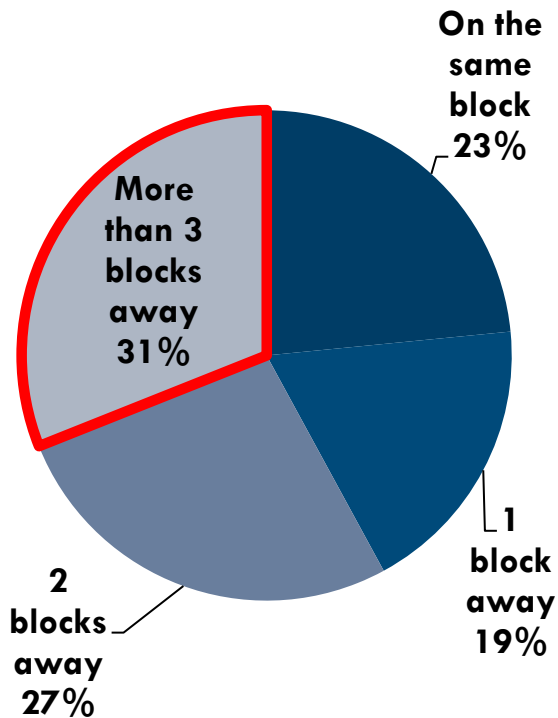
**Employees &
Business Owners**

**Shoppers &
Visitors**

Residents pie chart:
- On the same block 23%
- 1 block away 19%
- 2 blocks away 27%
- More than 3 blocks away 31%

Employees & Business Owners pie chart:
- On the same block 13%
- 1 block away 17%
- 2 blocks away 29%
- More than 3 blocks away 41%

Shoppers & Visitors pie chart:
- On the same block 7%
- 1 block away 11%
- 2 blocks away 27%
- More than 3 blocks away 55%
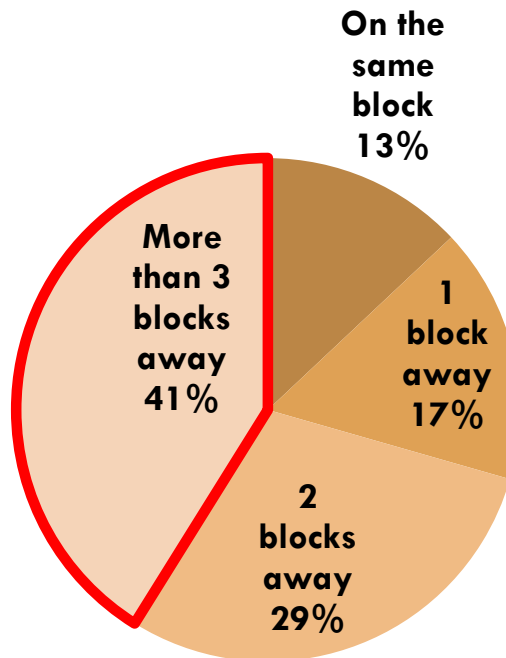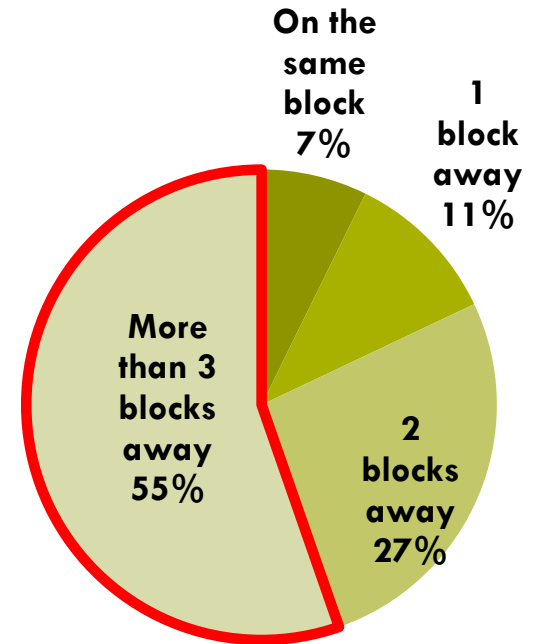
Survey: How long did you park? (Shoppers and Visitors)
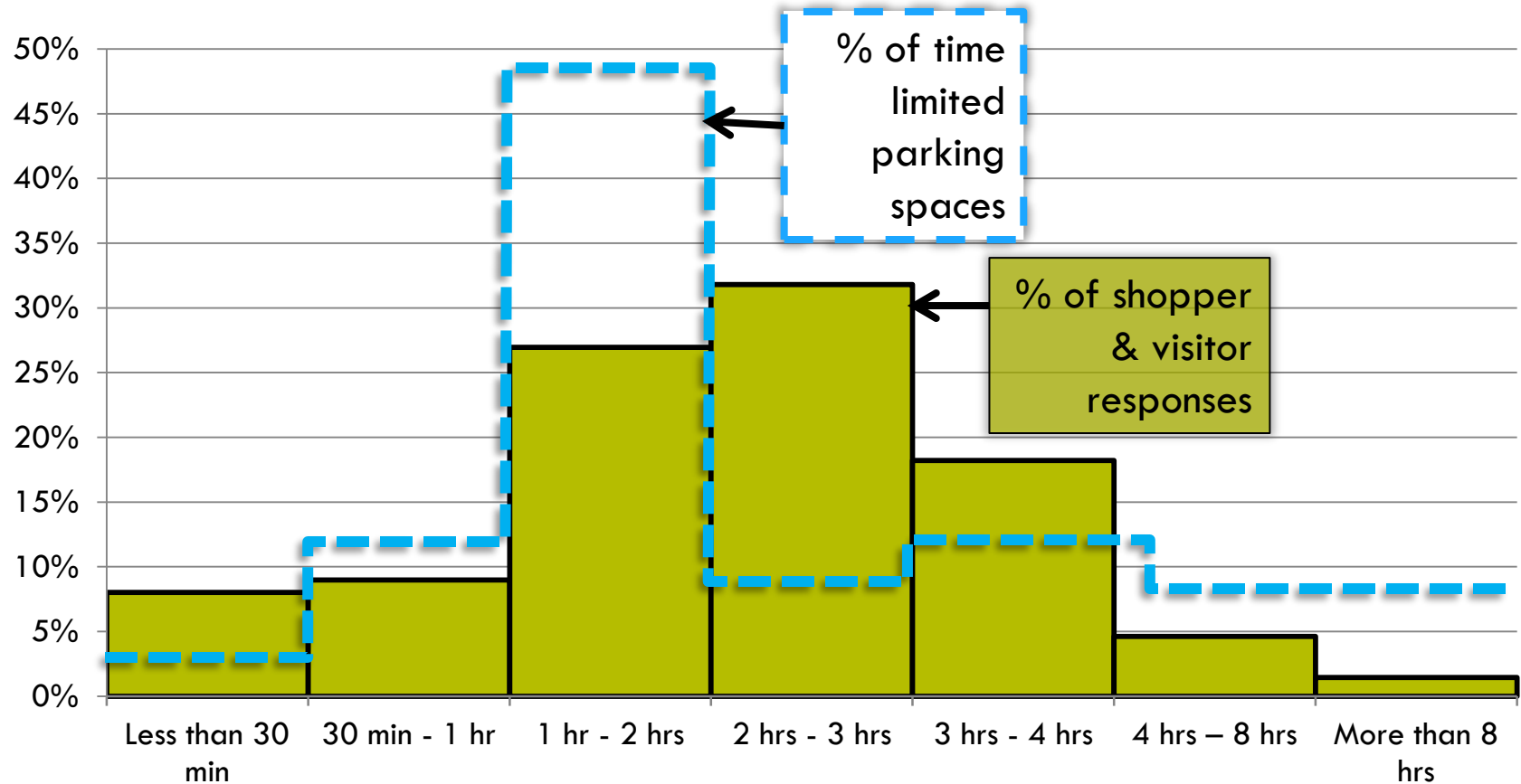
Survey responses from downtown shoppers and visitors (shown in the green bars) indicate that people want to stay longer than many on-street time limits allow (as indicated by the blue dashed line over the graph).

Survey: Have you ever failed to find parking and just left?
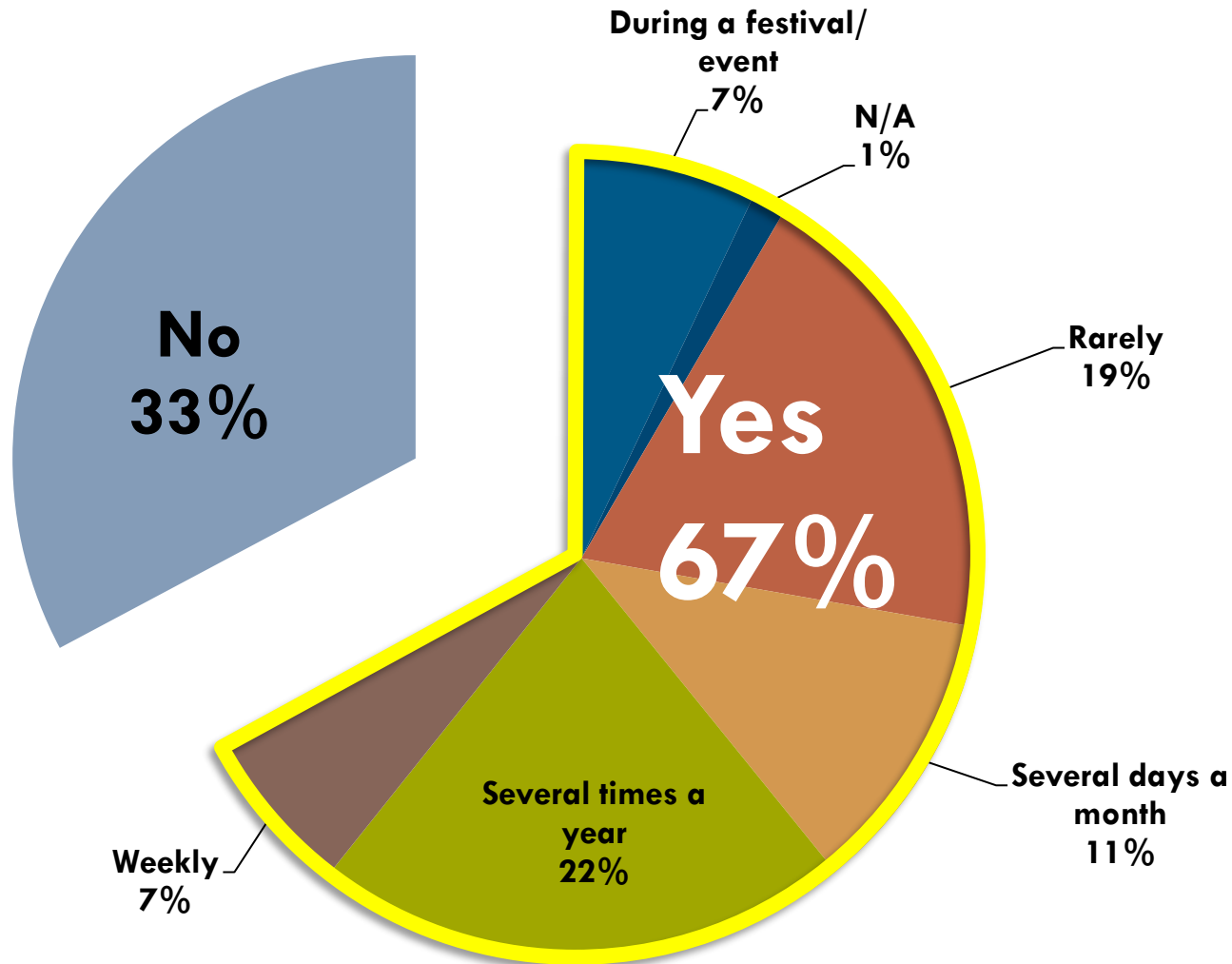
During a festival/event 7%

N/A 1%

Rarely 19%

No 33%

Yes 67%

Several days a month 11%

Several times a year 22%

Weekly 7%

Public Workshop: Open House

April Workshop: Written and Spoken Comments

"You can't always park in front of the front door… but usually not too far away."

"We'll circle the block for 10 minutes before thinking about a garage."

"We don't have a parking problem… we have a walking problem."

"Shouldn't we be keeping the meters active for longer?"
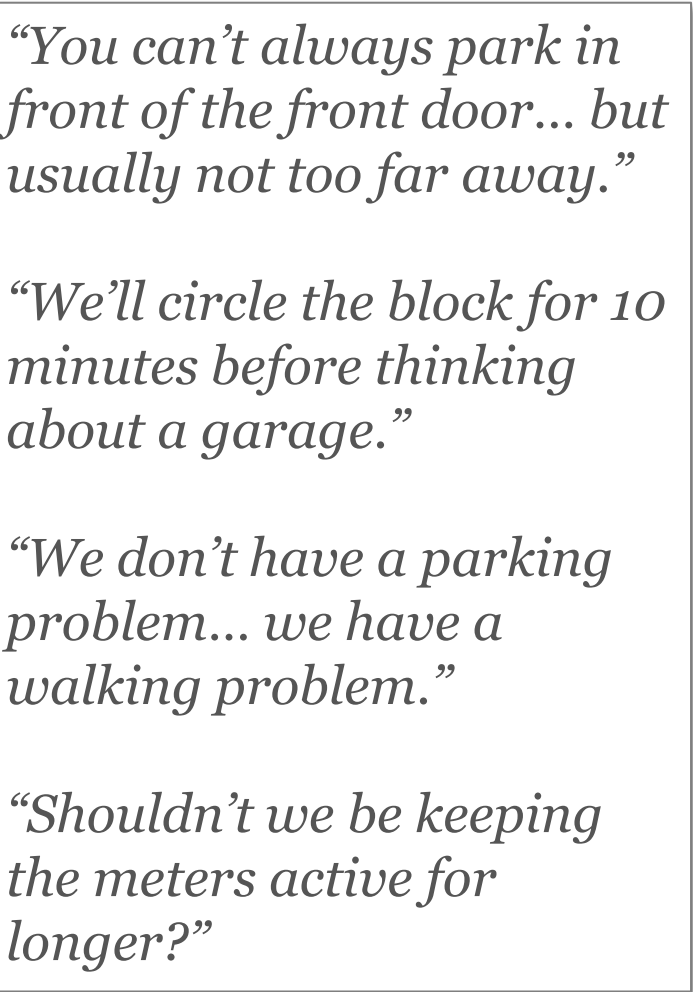
WHAT WE LEARNED

Key Observations

- **High Utilization** in Key Locations

- **Highly varied distribution of pricing and time limits**

- Visitor and Employee perception of **limited availability and inconvenient payment options**

- Resident perception of **visitor/business encroachment**

- **Ongoing changes of use** (adaptive reuse) of buildings with new parking demand

High Utilization in Key Locations

Thursday Utilization
All 2-Hour Free Spaces on Broughton St

Legend: ■ Occupied ■ Vacant

Time	Occupied	Vacant
7 AM	64	83
9 AM	106	41
11 AM	130	17
1 PM	133	14
3 PM	126	21
5 PM	124	23
7 PM	118	29
9 PM	123	24
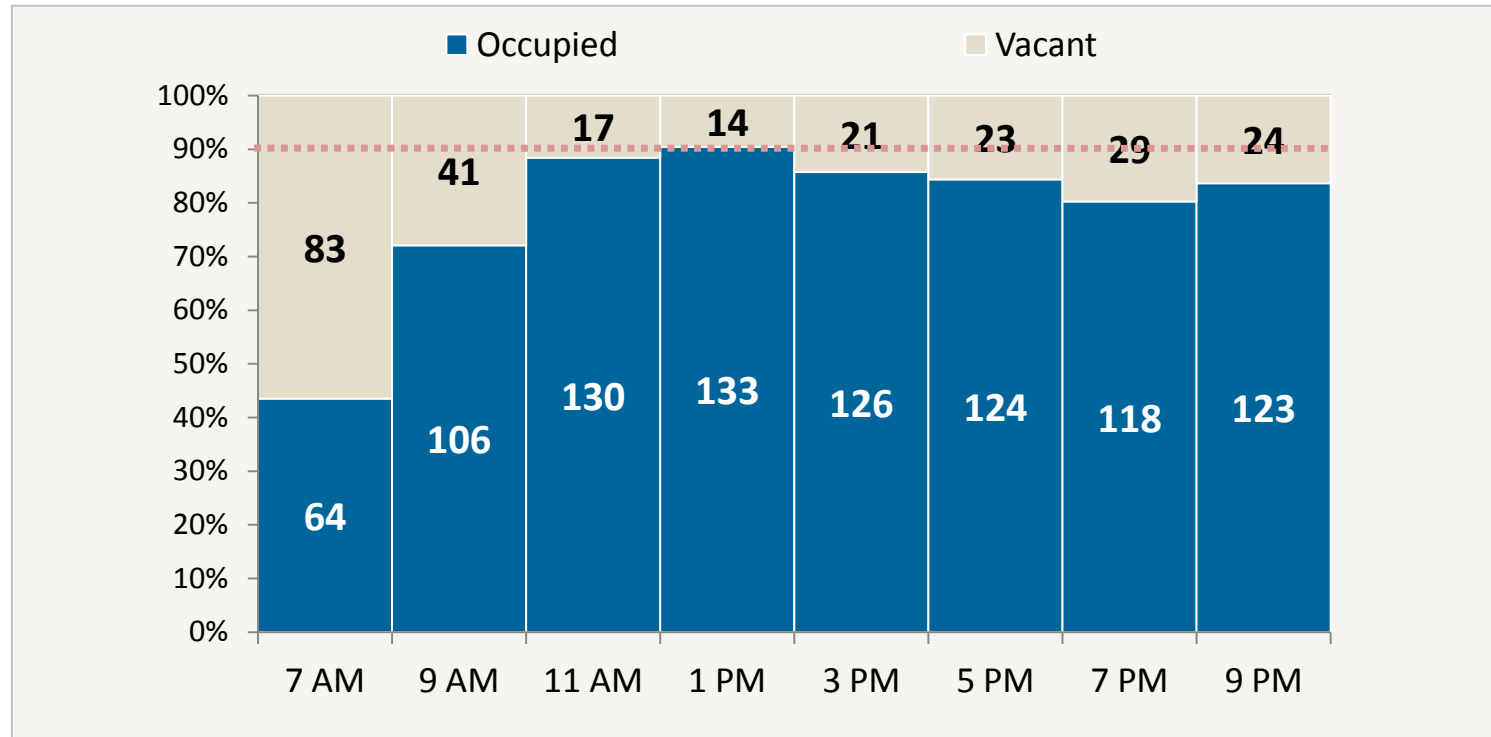
High Utilization in Key Locations

Saturday Utilization
All 2-Hour Free Spaces on Broughton St

Highly Varied Distribution of Pricing and Time Limits

PARKING INVENTORY

On-Street Parking

Cost and Time Limit

- Free, 0.5 Hours
- Free, 1 Hour
- Free, 1.5 Hours
- Free, 2 Hours
- Free, 3 Hours
- Free, 5 Hours
- Free, No Time Limit
- Free, No Parking School Days 8-4
- $0.30 / Hour, 10 Hours

- $0.50 / Hour, 1 Hour
- $0.50 / Hour, 2 Hours
- $0.50 / Hour, 3 Hours
- $0.50 / Hour, 5 Hours
- $1.00 / Hour, 0.5 Hours
- $1.00 / Hour, 1 Hour
- $1.00 / Hour, 1.5 Hours
- $1.00 / Hour, 2 Hours
- $1.00 / Hour, 3 Hours
- $1.00 / Hour, 5 Hours
- $1.00 / Hour, 10 Hours
- Handicapped
- Reserved

- Bus Stop
- Carriage Stand
- Local Tour Bus
- Motor Coach
- Taxi Stand
- Valet
- Freight/Passenger Loading

Off-Street Parking

Facility Type & Listed Cost

- Public, No Hourly/Listed Cost
- Public, $0.30 / Hour
- Public, $1.00 / Hour
- Public, $2.00 / Hour
- Private (Available to Public), Unlisted/Monthly Cost
- Private (Available to Public), $1.00 / Hour
- Private (Available to Public), $2.50 / Hour
- Private (Customers Only)
- Private (Reserved/Valet)

Highly Varied Distribution of Pricing and Time Limits

PARKING INVENTORY

On-Street Parking

Cost and Time Limit

- Free, 0.5 Hours
- Free, 1 Hour
- Free, 1.5 Hours
- Free, 2 Hours
- Free, 3 Hours
- Free, 5 Hours
- Free, No Time Limit
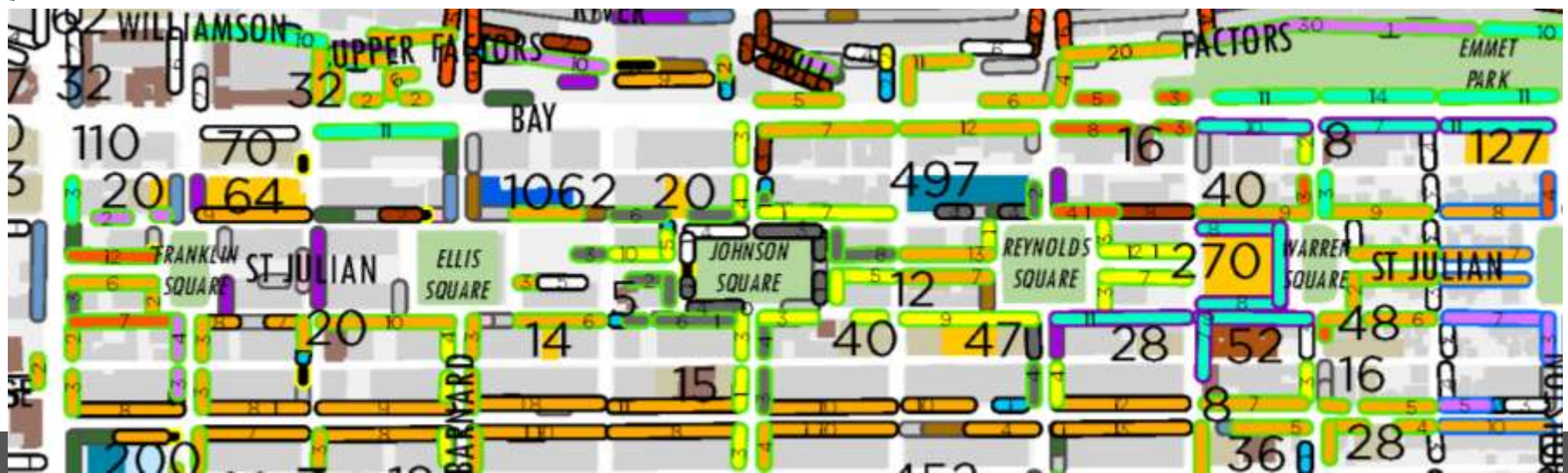- Free, No Parking School Days 8-4
- $0.30 / Hour, 10 Hours

- $0.50 / Hour, 1 Hour
- $0.50 / Hour, 2 Hours
- $0.50 / Hour, 3 Hours
- $0.50 / Hour, 5 Hours
- $1.00 / Hour, 0.5 Hours
- $1.00 / Hour, 1 Hour
- $1.00 / Hour, 1.5 Hours
- $1.00 / Hour, 2 Hours
- $1.00 / Hour, 3 Hours
- $1.00 / Hour, 5 Hours
- $1.00 / Hour, 10 Hours
- Handicapped
- Reserved

- Bus Stop
- Carriage Stand
- Local Tour Bus
- Motor Coach
- Taxi Stand
- Valet
- Freight/Passenger Loading

Off-Street Parking

Facility Type & Listed Cost

- Public, No Hourly/Listed Cost
- Public, $0.30 / Hour
- Public, $1.00 / Hour
- Public, $2.00 / Hour
- Private (Available to Public), Unlisted/Monthly Cost
- Private (Available to Public), $1.00 / Hour
- Private (Available to Public), $2.50 / Hour
- Private (Customers Only)
- Private (Reserved/Valet)

20+ regulations for public on-street parking

Relationship of on-street to off-street supply, demand and pricing

Thursday @ 5 PM

On-street evening activity can be as high as daytime

Liberty Garage not competitive with surrounding area

Utilization Levels

0% to 60%

61% to 80%

81% to 90%

91% to 100%

Over 100%
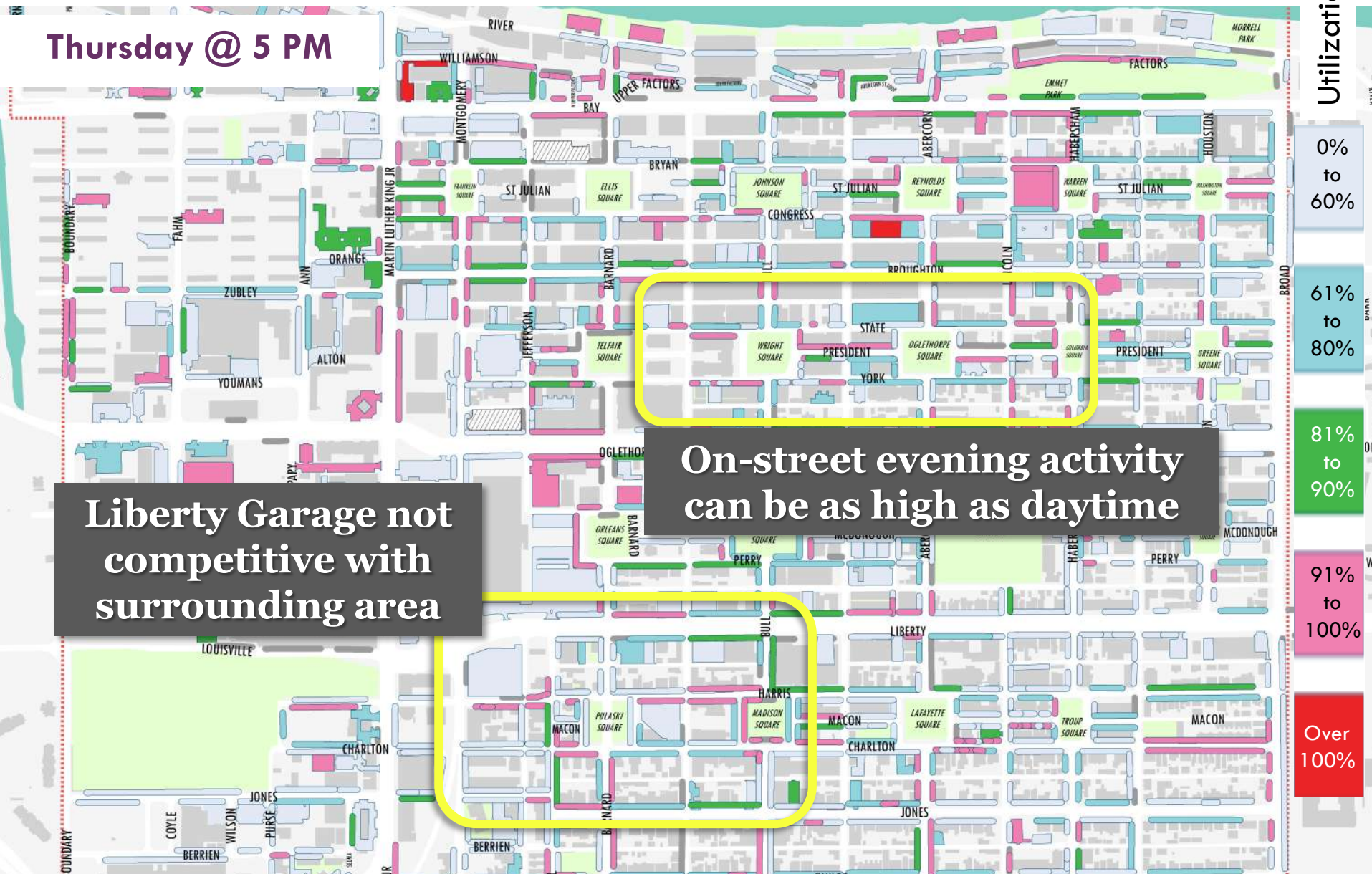
Public Garages are not at capacity

- "Public City-Owned" Parking

Thursday

Occupied   Vacant

Saturday

Occupied   Vacant

7AM 9AM 11AM 1PM 3PM 5PM 7PM 9PM
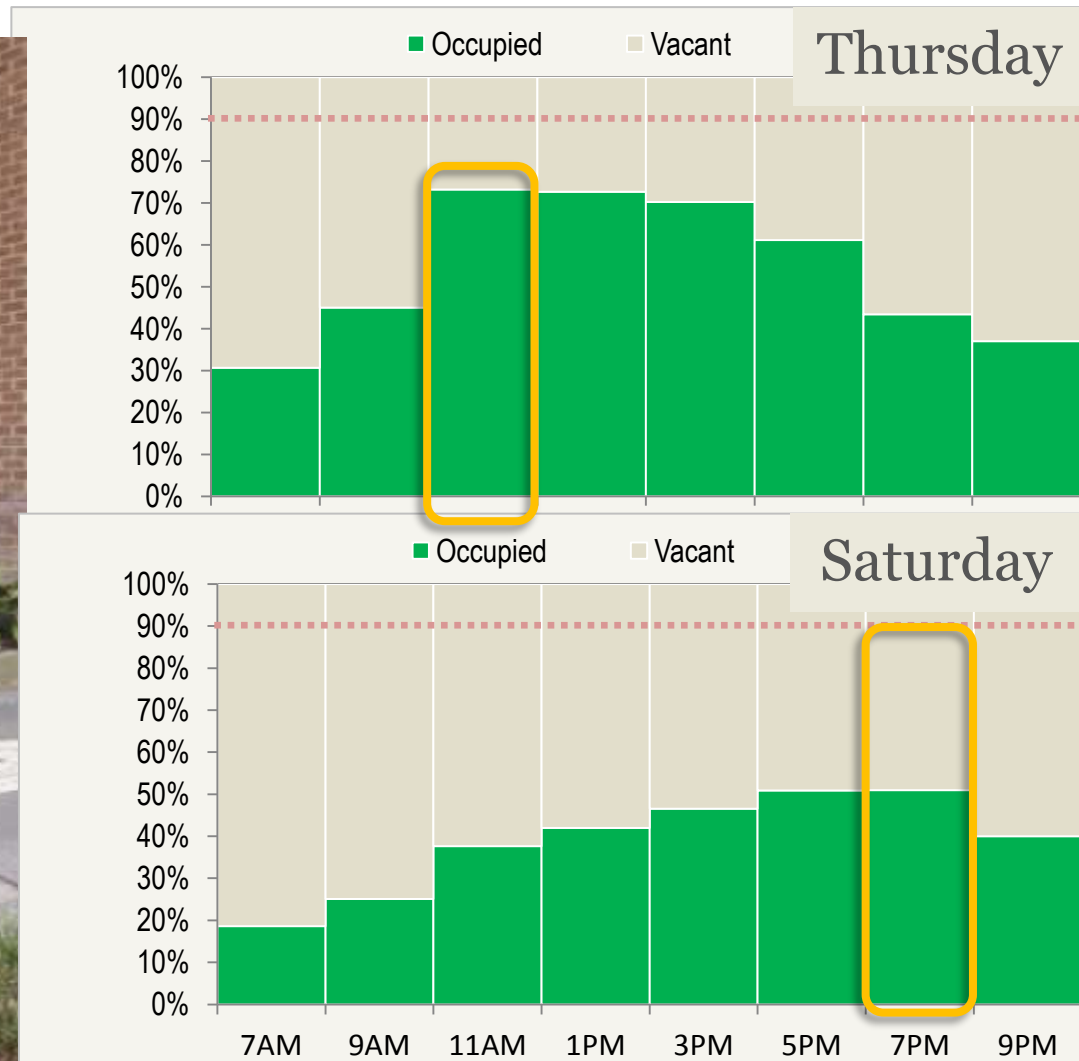
Visitor and Employee perception of limited availability

Goals and Imperatives

PARKING MATTERS STUDY GOALS			
1: Support both public and private parking uses	**2: Promote the safe and efficient use of all legal parking**	**3: Provide reliable mobility options and strategies for infrastructure enhancement**	**4: Balance business development, quality of life and appropriate additions to community character**
***1.1: Allow greater flexibility** in meeting parking requirements*	***2.1: Optimize use of current system** before constructing new facilities*	***3.1: Be America's best bicycling city***	***4.1:** Give downtown **visitors and residents first priority** in parking management*
***1.2: Provide adequate parking for regional and day visitors** who drive to Savannah*	***2.2:** Establish a **park-once environment***	***3.2:** Achieve a level of **downtown transit service frequency** that users do not need to consult schedules*	***4.2: Provide seamless connections** for commuters who opt not to park immediately adjacent to their destinations*
***1.3: Make parking intuitive and easy** for everyone*	***2.3: Manage parking to ensure availability** in high-demand areas*	***3.3: Invest in pedestrian infrastructure** and information systems to promote trips on foot*	***4.3:** Focus business-adjacent parking management on **availability for customers.***
***1.4: Ensure access** for traditional Downtown employment*	***2.4: Allow M&PS to respond directly** to changing conditions*	***3.4:** Comingle funding and M&PS operations towards a complete **Mobility Authority***	***4.4:** Make it easy for businesses to promote services and amenities through **contributions to infrastructure and services.***

Goals and Imperatives

All of these work together in service of a larger approach.

1.1: Allow greater flexibility in meeting parking requirements	**2.1: Optimize use of current system** before constructing new facilities	**3.1: Be America's best bicycling city**	**4.1:** Give downtown **visitors and residents first priority** in parking management
1.2: Provide adequate parking for regional and day visitors who drive to Savannah	**2.2:** Establish a **park-once environment**	**3.2:** Achieve a level of **downtown transit service frequency** that users do not need to consult schedules	**4.2: Provide seamless connections** for commuters who opt not to park immediately adjacent to their destinations
1.3: Make parking intuitive and easy for everyone	**2.3: Manage parking to ensure availability** in high-demand areas	**3.3: Invest in pedestrian infrastructure** and information systems to promote trips on foot	**4.3:** Focus business-adjacent parking management on **availability for customers.**
1.4: Ensure access for traditional Downtown employment	**2.4: Allow M&PS to respond directly** to changing conditions	**3.4:** Comingle funding and M&PS operations towards a complete **Mobility Authority**	**4.4:** Make it easy for businesses to promote services and amenities through **contributions to infrastructure and services.**

SUPPORT BOTH PUBLIC AND PRIVATE PARKING USES

1.1: Allow **greater flexibility** in meeting parking requirements

1.2: Provide **adequate parking for regional and day visitors** driving to Savannah

1.3: Make parking **intuitive and easy** for everyone

1.4: Ensure access for **traditional Downtown employment**

2

PROMOTE THE SAFE AND EFFICIENT USE OF ALL LEGAL PARKING

2.1: **Optimize** use of current system **before constructing new facilities**

2.2: Establish a **"Park Once" environment**

2.3: Manage parking to ensure **availability in high-demand areas**

2.4: Allow M&PS to **respond directly** to changing conditions

3

Provide Reliable Mobility Options and Strategies for Infrastructure Enhancement

3.1: Be America's **best bicycling city**

3.2: Achieve a level of **downtown transit service frequency** that makes use intuitive

3.3: Invest in **pedestrian infrastructure systems** to promote trips on foot

3.4: Co-mingle funding and M&PS operations towards a complete **Mobility Authority**

4

Balance Business Development, Quality of Life, and Appropriate Additions to Community Character

4.1: Give downtown **visitors and residents first priority** in parking management

4.2: Provide **seamless connections for commuters** who opt not to park immediately adjacent to their destinations

4.3: Focus business-adjacent parking management on **availability for customers**

4.4: Make it easy for businesses to promote services and **amenities through contributions to infrastructure and services**

HOW WE WILL DO IT
(What strategic approaches we will take)

Outline of Recommendations

1. Integrate parking as part of larger system
2. Access for all users
3. Long-term planning and strategies
4. Mobility Strategies
5. User Friendliness

Integrate parking as part of larger system

- **Parking is part of an overall mobility choice**
  - *Consider parking and mobility funding a unified source*
  - *Set public policy to treat parking as part of downtown's transportation system*
- **Streamline management of the parking system by giving M&PS administrative ability to adapt**
  - *Create a mobility Coordinator staff position*
  - *Allow M&PS to change rates and regulations based on demand and trends*
  - *Balance public and private parking needs*
- **Add tools to City management**
  - *Revise planning/development review/zoning standards*
  - *Invest in infrastructure improvements for downtown's transportation system*

Access for All Users: Integrate on-street and off-street pricing

CURRENT ON-STREET AND OFF-STREET PRICING

	ON-STREET ($1/hour)	OFF-STREET GARAGE
First two hours	$2	$2
First four hours	$4	$4
8 am – midnight	$9	$12-26
5 pm – midnight	$0	$2-10
Saturday, 10a-11a	$0	$2
Saturday, 10a-midnight	$0	$2

In most times that a downtown visitor may be looking for parking, there is a distinct price advantage to on-street parking, leading to little availability for the most convenient spaces but lower levels of use in garages.

Access for All Users: Integrate on-street and off-street pricing
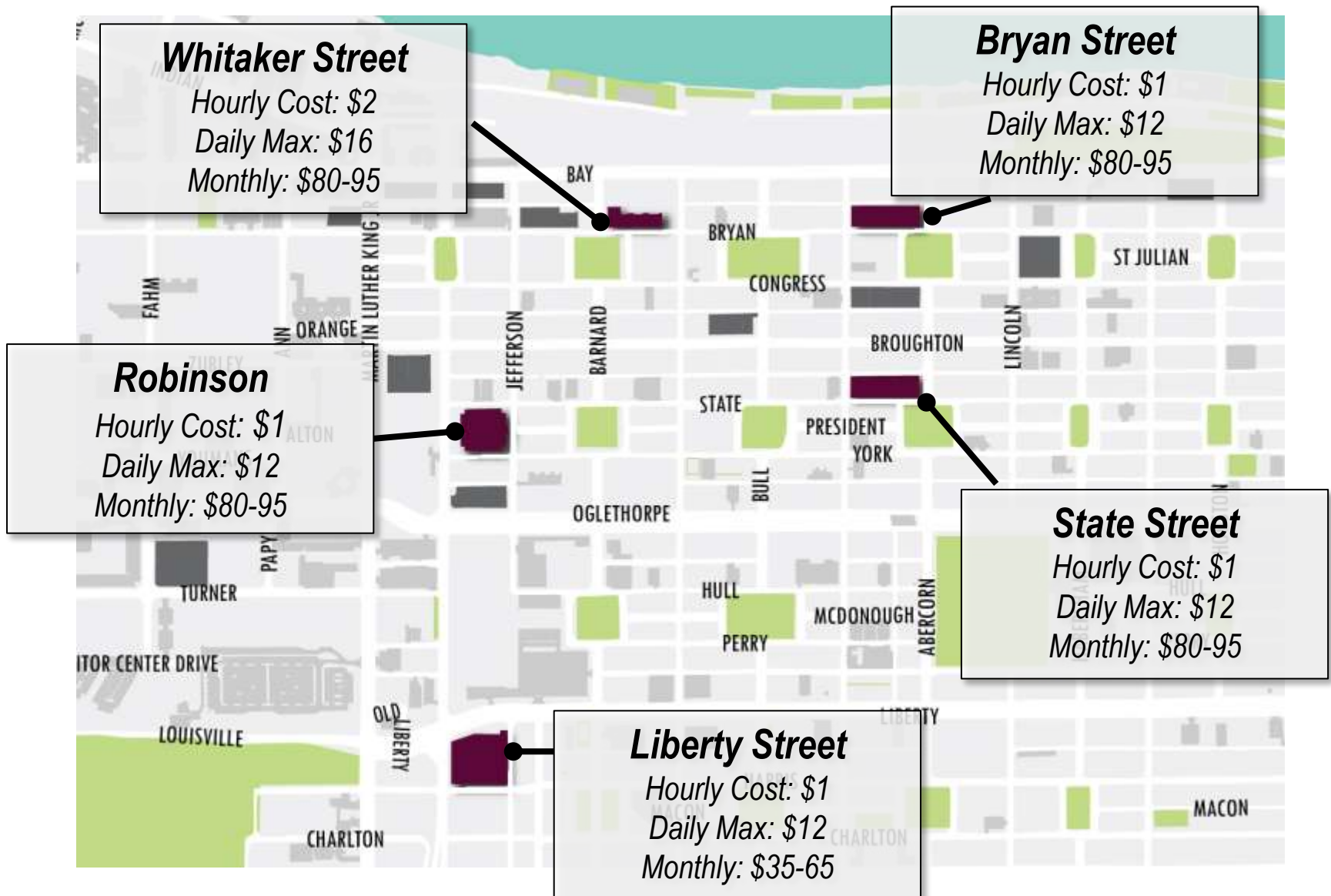
Whitaker Street
Hourly Cost: $2
Daily Max: $16
Monthly: $80-95

Bryan Street
Hourly Cost: $1
Daily Max: $12
Monthly: $80-95

Robinson
Hourly Cost: $1
Daily Max: $12
Monthly: $80-95

State Street
Hourly Cost: $1
Daily Max: $12
Monthly: $80-95

Liberty Street
Hourly Cost: $1
Daily Max: $12
Monthly: $35-65

Access for All Users: Streamline Tiered Parking
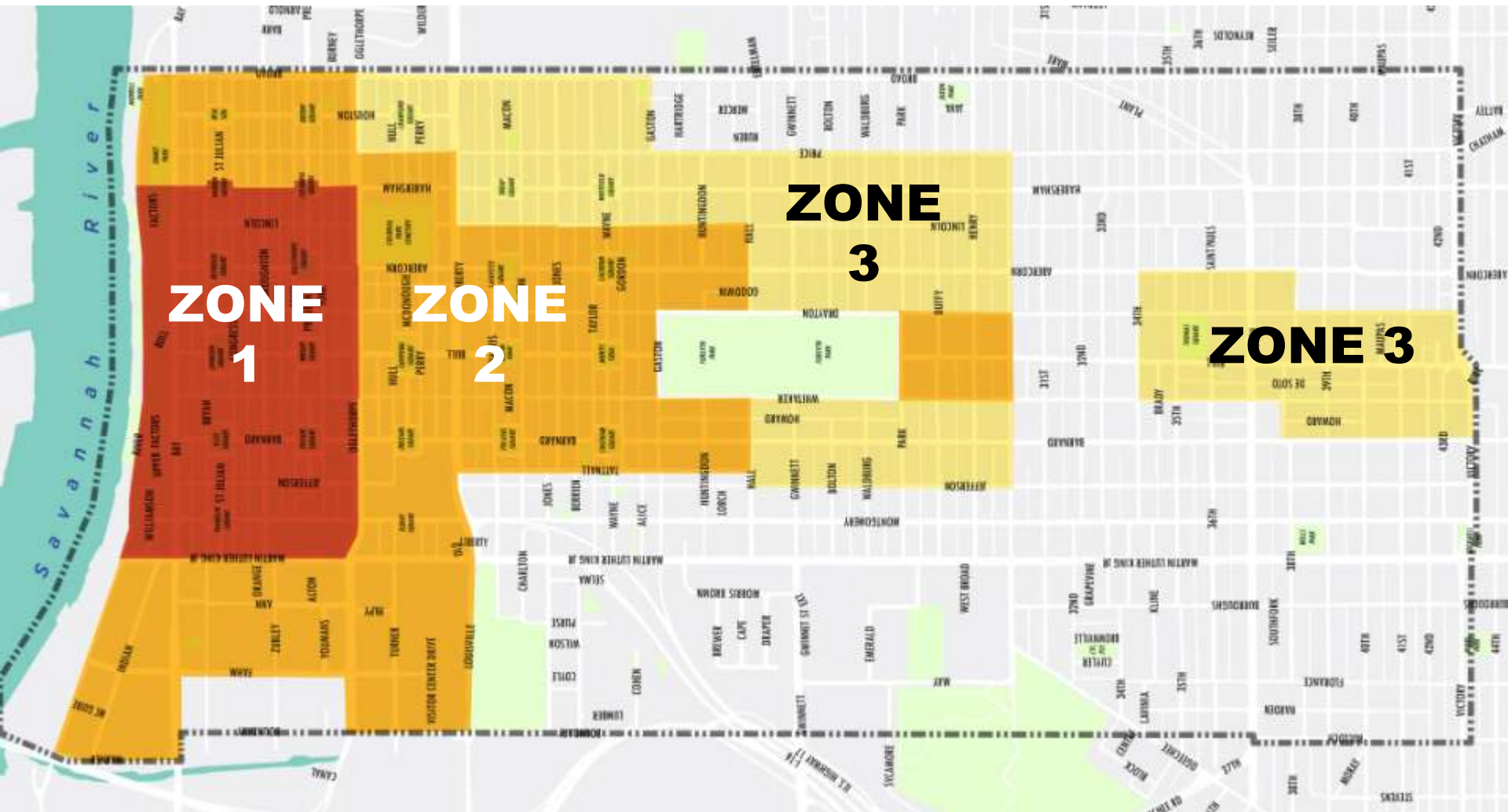
Access for All Users: Streamline Tiered Parking

- Revise management over a larger area: match pricing with actual demand
- Keep it simple and easy to understand: instead of more than 20 combinations, parking users know immediately how the system works.

ZONE NAME	Zone 1	Zone 2	Zone 3	Residential
AREA	Historic Core	SCAD, Forsyth Park, Liberty	Thomas Square, East Broad	Elsewhere
RATE	Up to $2 / Hour	Up to $1 / Hour	Free, Time-Limited	Free
TIME LIMIT	No Time Limit	No Time Limit	2-4 hr limit	--
RATIONALE	Treating Your Most Valuable Spaces as Your Most Valuable Spaces	Balancing Residential Concerns with Employee Parking Needs	Encouraging Longer Visits and More Exploration of Savannah	Maintaining What Works Just Fine

Access for All Users: Parking Regulations should match Demand

- Time Span
  - Extend regulations (metering and pricing) to 10 pm in the Historic District
  - Institute regulations on Saturdays
  - Begin pricing at 10 am (not 8 am) to allow residents with downtown business a 'relief period'
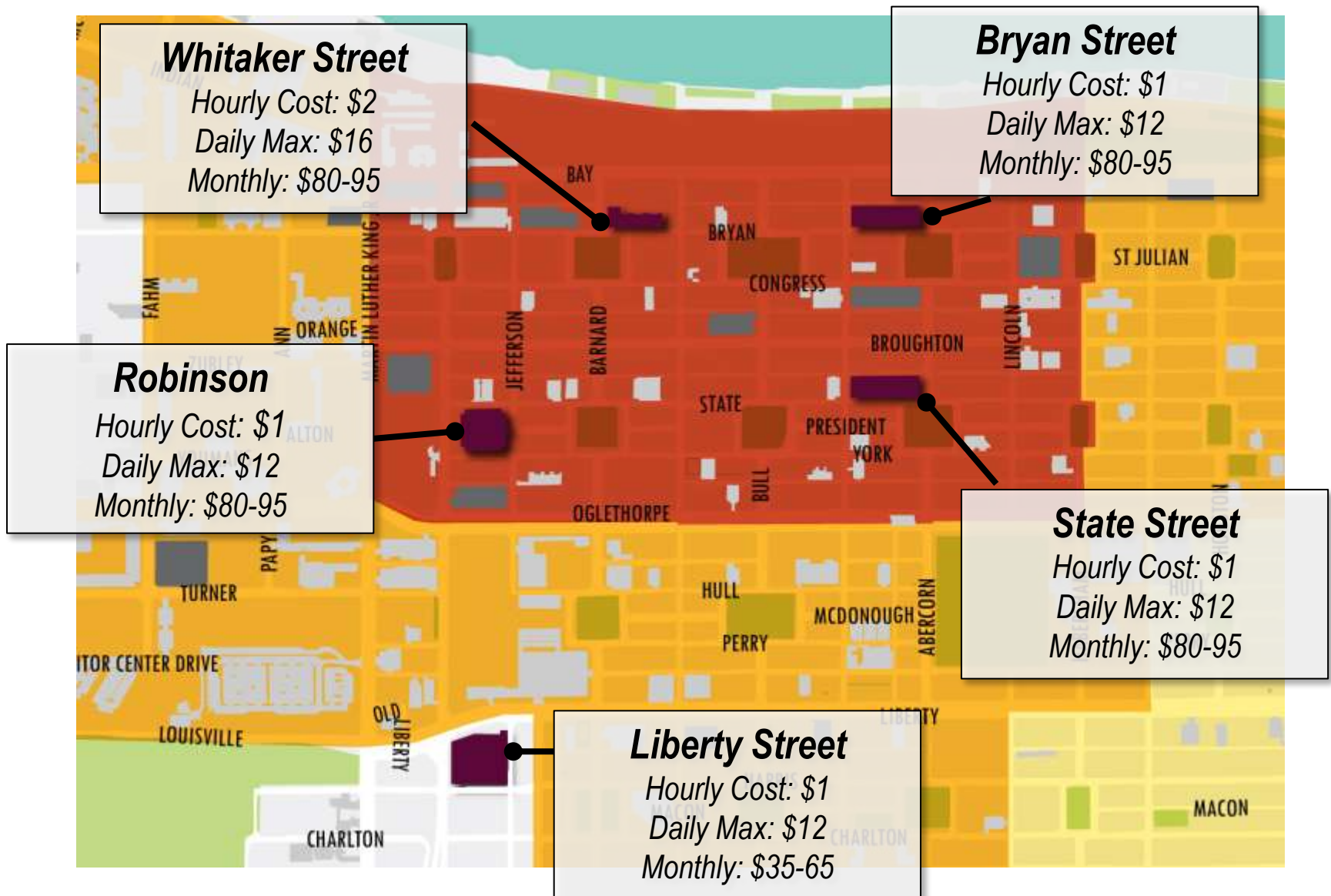- Time Limits
  - Eliminate time limits where parking is priced – let price levels balance supply and demand
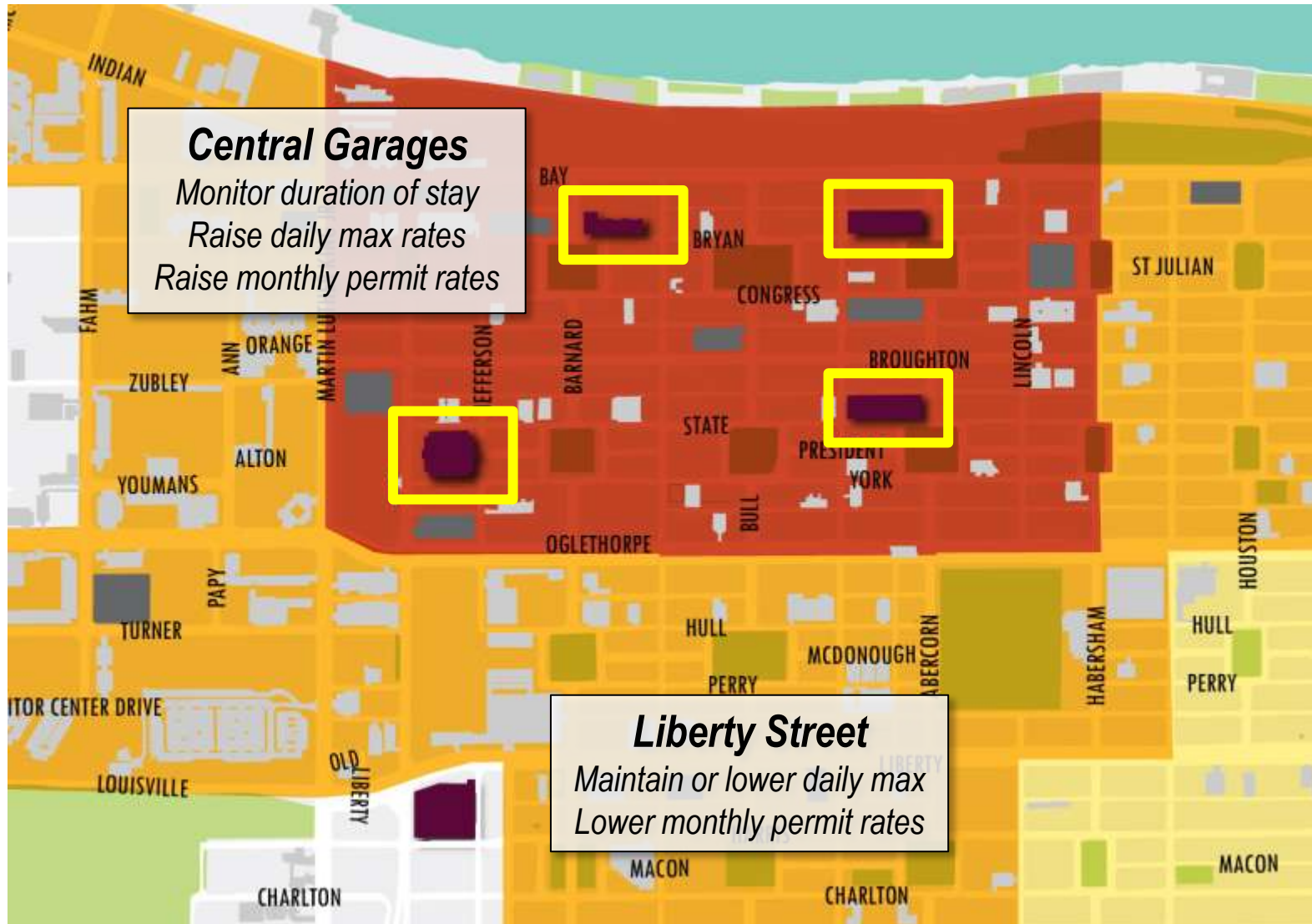 - Use time limits in neighborhood areas where pricing is not needed
- Create additional free areas without time limits near downtown
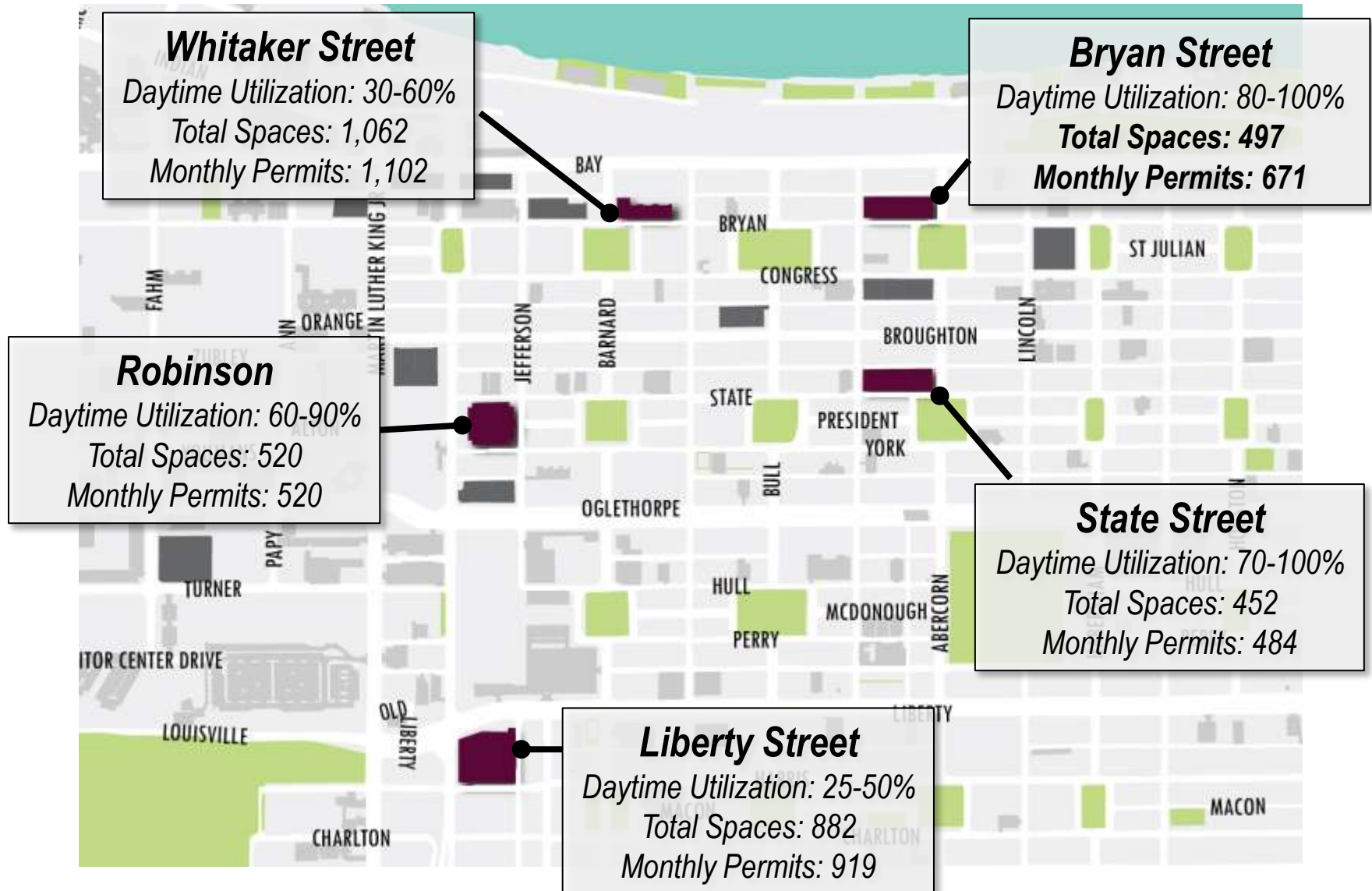- Extend public safety enforcement along with changes in regulations

Access for All Users: Where these line up with demand

Whitaker Street
Hourly Cost: $2
Daily Max: $16
Monthly: $80-95

Bryan Street
Hourly Cost: $1
Daily Max: $12
Monthly: $80-95

Robinson
Hourly Cost: $1
Daily Max: $12
Monthly: $80-95

State Street
Hourly Cost: $1
Daily Max: $12
Monthly: $80-95

Liberty Street
Hourly Cost: $1
Daily Max: $12
Monthly: $35-65

Access for All Users: Strategies to manage the supply

Central Garages
Monitor duration of stay
Raise daily max rates
Raise monthly permit rates

Liberty Street
Maintain or lower daily max
Lower monthly permit rates

Access for All Users: How pricing and monthly permits work today

Whitaker Street
Daytime Utilization: 30-60%
Total Spaces: 1,062
Monthly Permits: 1,102

Bryan Street
Daytime Utilization: 80-100%
Total Spaces: 497
Monthly Permits: 671

Robinson
Daytime Utilization: 60-90%
Total Spaces: 520
Monthly Permits: 520

State Street
Daytime Utilization: 70-100%
Total Spaces: 452
Monthly Permits: 484

Liberty Street
Daytime Utilization: 25-50%
Total Spaces: 882
Monthly Permits: 919

Access for All Users: Balance how garages are used
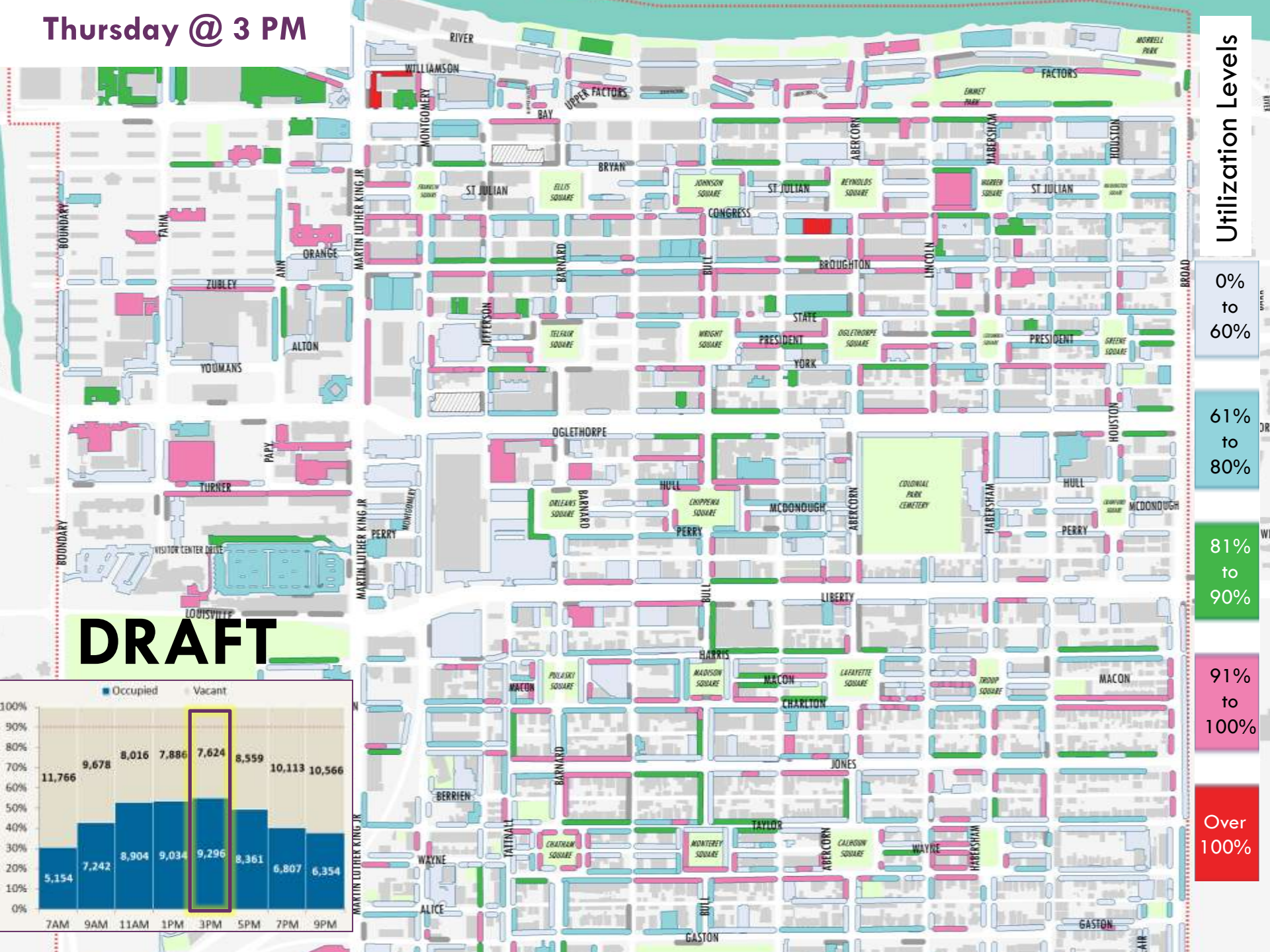
TYPICAL APPROACH

- Reserved parking on lower levels
- Permit holders take most convenient spaces
- Visitors have to go to upper levels to find spaces
- Full sign is Lit to preserve parking for permit holders, even when space is available

RECOMMENDED APPROACH

Upper Floor "Permit Zone"
Permit Parking allowed

Permit Parking Beyond This Point

Lower Floor "Public Zone"
Restricted to Transient Parking

53

Thursday @ 3 PM

DRAFT

Utilization Levels

0% to 60%	
61% to 80%	
81% to 90%	
91% to 100%	
Over 100%	

Occupied ■ Vacant

11,766	9,678	8,016	7,886	7,624	8,559	10,113	10,566
5,154	7,242	8,904	9,034	9,296	8,361	6,807	6,354
7AM	9AM	11AM	1PM	3PM	5PM	7PM	9PM
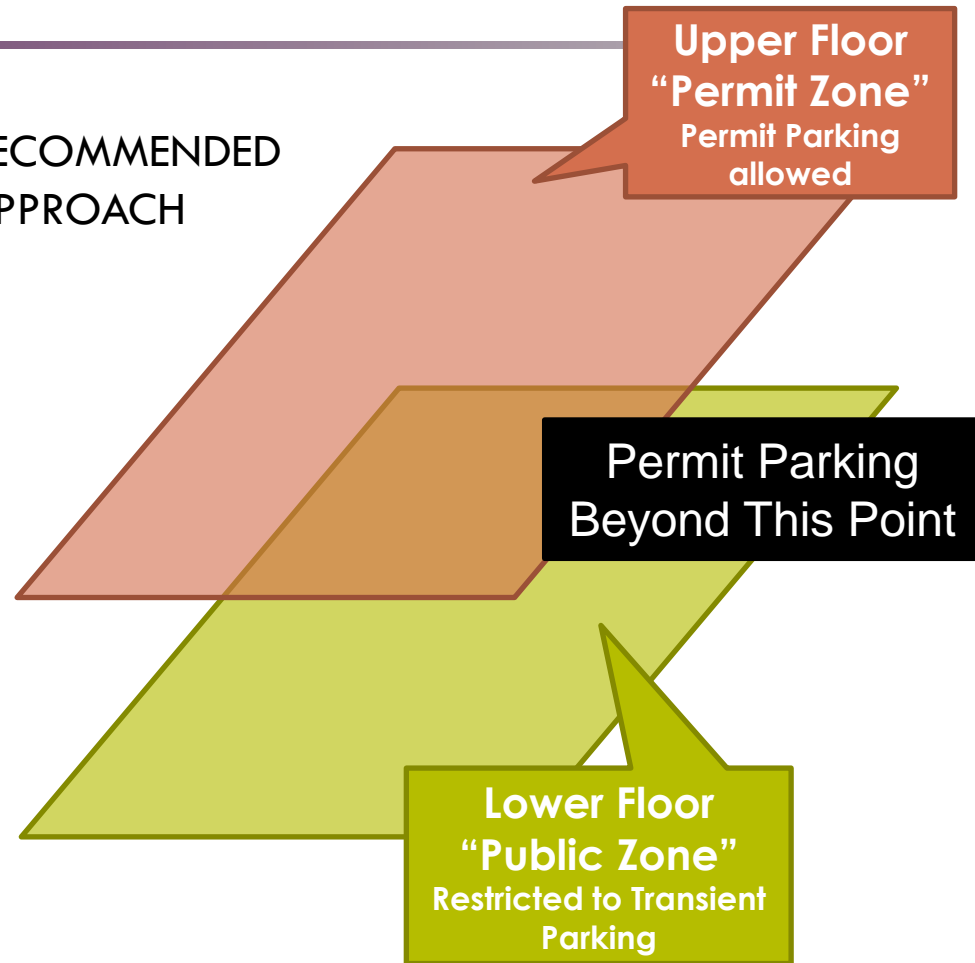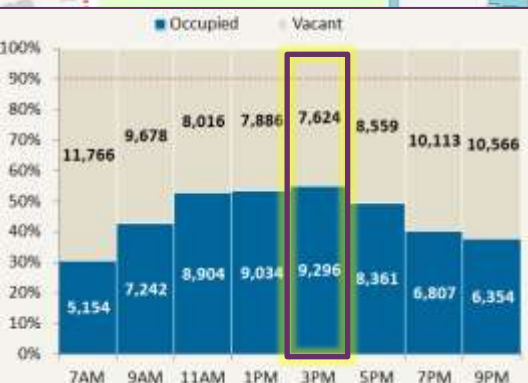
Parking System: Streamline Management

Seattle

- City Council approved criteria to manage on-street parking in 2010

- Goal to maintain each block face at 75% - 88% occupied

- SDOT Director has authority to adjust rates within zones:
  - Within $1 - $4
  - By location
  - By time of day

- Data collected in 2011 indicates that price increases created availability and price decreases had little impact

Parking System: Streamline Management

- **Seattle:** Continued accountability in the pursuit of achieving parking utilization targets

NO CHANGE
The paid parking rate, hours, or time limits will not change in 2014.

WATCH LIST
When peak occupancy is within 5% of the target range SDOT adds it to the watch list for 1 year and reviews the data the following year to determine if any changes should be made.

SEASONAL RATES
The paid parking rate will be adjusted by the season since occupancy varies widely depending on the time of year.

DECREASE RATE
The paid parking rate will decrease by $0.50.

INCREASE RATE
The paid parking rate will increase by $0.50.

TIME LIMITS
▼ DECREASE→The parking time limits will be decreased.
▲ INCREASED→The parking time limits will be increased.

TIME OF DAY RATES
The paid parking rate will be adjusted by time of day.

Access for All Users: Streamline Tiered Parking

- Revise management over a larger area
- Keep it simple and easy to understand

ZONE NAME	Zone 1	Zone 2	Zone 3	Residential
AREA	Historic Core	SCAD, Forsyth Park, Liberty	Thomas Square, East Broad	Elsewhere
RATE	Up to $2 / Hour	Up to $1 / Hour	Free, Time-Limited	Free
TIME LIMIT	No Time Limit	No Time Limit	2-4 hr limit	--
RATIONALE	Treating Your Most Valuable Spaces as Your Most Valuable Spaces	Balancing Residential Concerns with Employee Parking Needs	Encouraging Longer Visits and More Exploration of Savannah	Maintaining What Works Just Fine

Access for All Users: Streamline Tiered Parking

Access for All Users: Streamline Tiered Parking

Access for All Users: Expand areas for permit program

- Allow residents to park in a larger area beyond the immediate vicinity of their residence

- Additional regulations help protect residential areas

- Expansion can be managed to respond to encroaching demand or new development
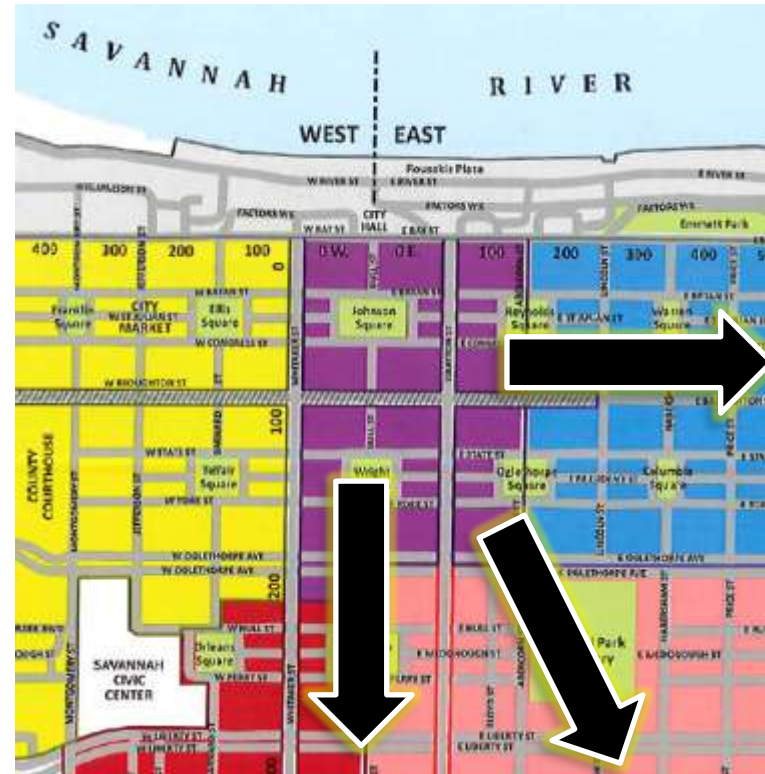
Access for All Users: Approaches to garage management

TYPICAL APPROACH

- Reserved parking on lower levels

- Permit holders take most convenient spaces

- Visitors have to go to upper levels to find spaces

- Full sign is Lit to preserve parking for permit holders, even when space is available

RECOMMENDED APPROACH

Upper Floor "Permit Zone"
Permit Parking allowed

Permit Parking Beyond This Point

Lower Floor "Public Zone"
Restricted to Transient Parking
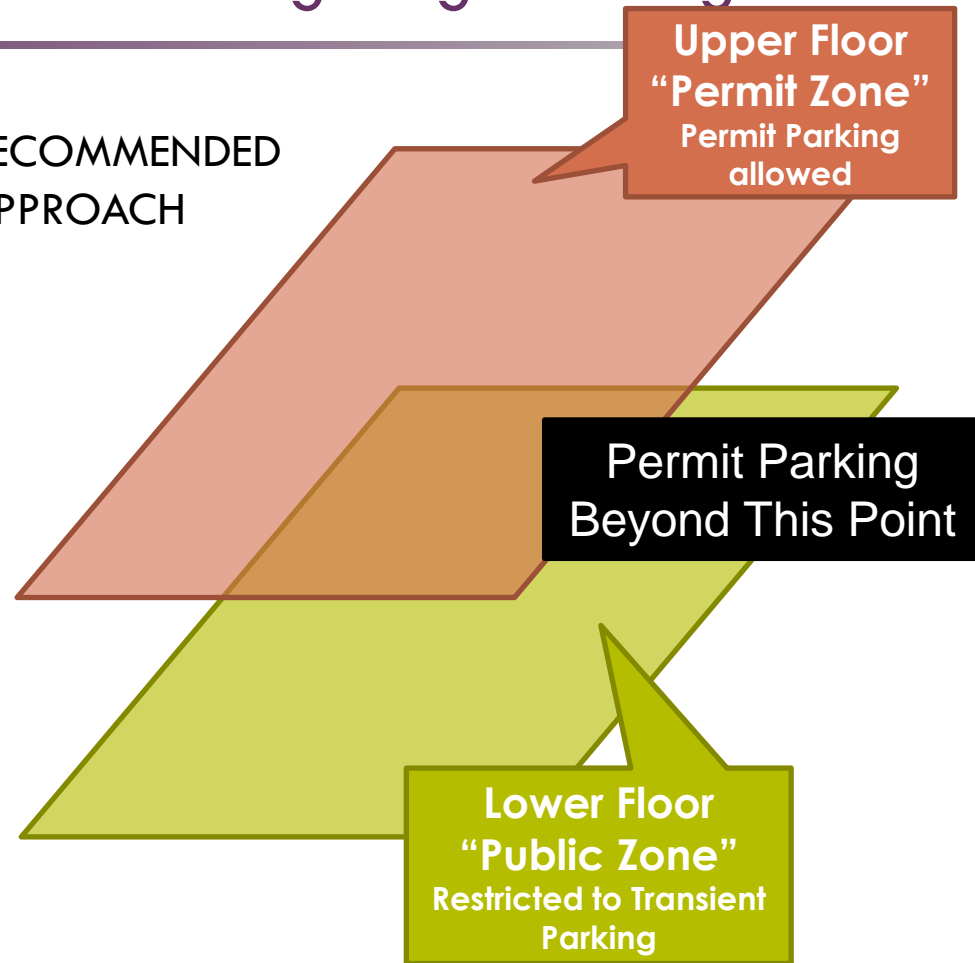
Public safety enforcement on Sundays

- Systematically review public safety impacts
- Provide basic enforcement 10a – 5p
- Work with churches to understand uses of ROW

WSAV 3 HD
On Your Side

NEWS ▼   WEATHER ▼   TRAFFIC   SPORTS ▼   SHOWS ▼   LIVE STREAM   MORE ▼   CONTACT

Church Officials Taking Measures to Prevent Illegal parking in Downtown Square after City Bus Gets Trapped

By Andrew James
Published: May 24, 2015, 8:37 pm

Church Officials Taking Measures to Prevent Illegal parking in Downtown Square after City Bus Gets Trapped (Image 1)

Long-Term Planning: Garage Expansion

The historic district has limited ability to absorb additional large parking facilities AND development activity is happening on the edges of the historic district.

Long-Term Planning: Garage Expansion

- Capacity exists in current facilities
- Operations, capacity, revenues and costs specific to each City-owned facility should be reported and maintained separately
- Areas of highest demand (historic core) are most difficult/expensive to build new off-street parking
- More remote facilities (Liberty, Robinson, Visitor Center) are least occupied

Off-Street Revenue per Space
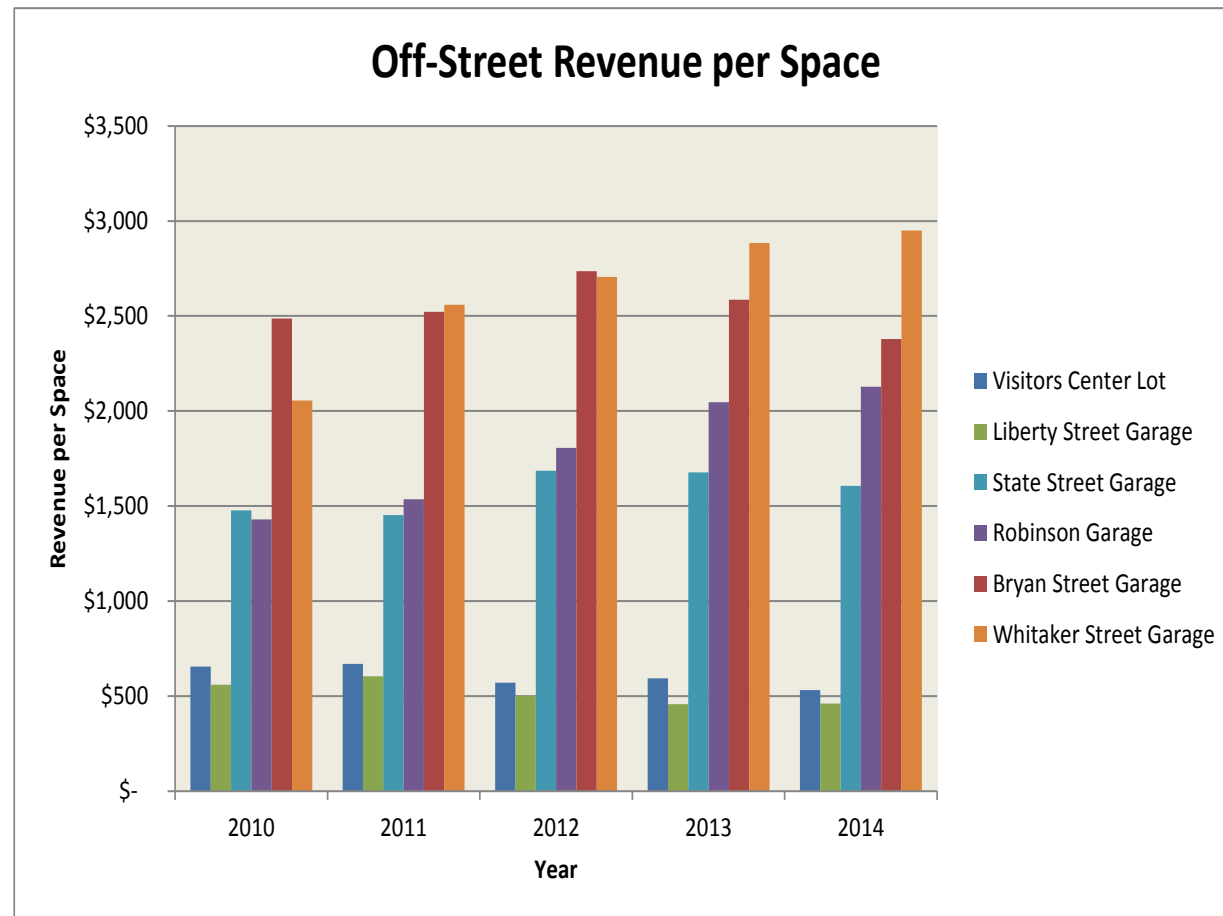
Long-Term Planning: Zoning and Development Review

- Reconsidering base requirements and reductions
- Revisit downtown exclusion from parking requirements
- Incorporation of sharing and remote parking
- Bike parking and bike share in development review
- District-based approaches
- Regulation of on-street and other public parking facilities in area must be considered as part of application

Long-Term Planning: Zoning Base Requirements

- Shift focus in Historic District to reductions in minimum requirements
- Allow mitigation to meet these requirements, but no total exemptions moving forward
  - Payment in-lieu
  - Sharing between uses
  - Remote parking or use of City facilities
  - Transportation Demand Management mitigation

Long-Term Planning: Zoning Bicycle Parking Requirements

- Growing activity, expansion of bikeshare and practicality of short trips point to a need for more bicycle parking

- No requirements in current ordinance

- Base these on square footage, not as a share of vehicle requirements

- Institute ways to trade satisfying requirements into the bikeshare program

Long-Term Planning: Institute payment in lieu of parking

- Coconut Grove (Miami, FL)

Developers or property owners have **three choices for satisfying minimum parking requirements**:

- off-street parking
- contract spaces elsewhere
- pay **in-lieu fees** ($50 per space per month or $10,000 per stall)

Collected revenue goes to:

- Provide shared, structured parking
- Improve transit service
- Maintain the sidewalks and pedestrian amenities

Mobility: What connects parking (and people) to destinations

Improve transit service and perception: make it a viable service for downtown

Build on street network assets to improve bicycle and pedestrian choices

Expand bicycle sharing and storage

Treat all of these as a unified system of which parking is one part

Mobility: Revise transit service options

Combine all shuttles into a single system, a single brand, and a memorable differentiation of routes

Mobility: Revise transit service options

Combine all shuttles into a single system, a single brand, and a memorable differentiation of routes

Broughton Line
Circulates through downtown's business district.

Liberty Line
Circulates on Oglethorpe and Liberty Streets.

Park Line
Circulates on Drayton and Whitaker Streets.
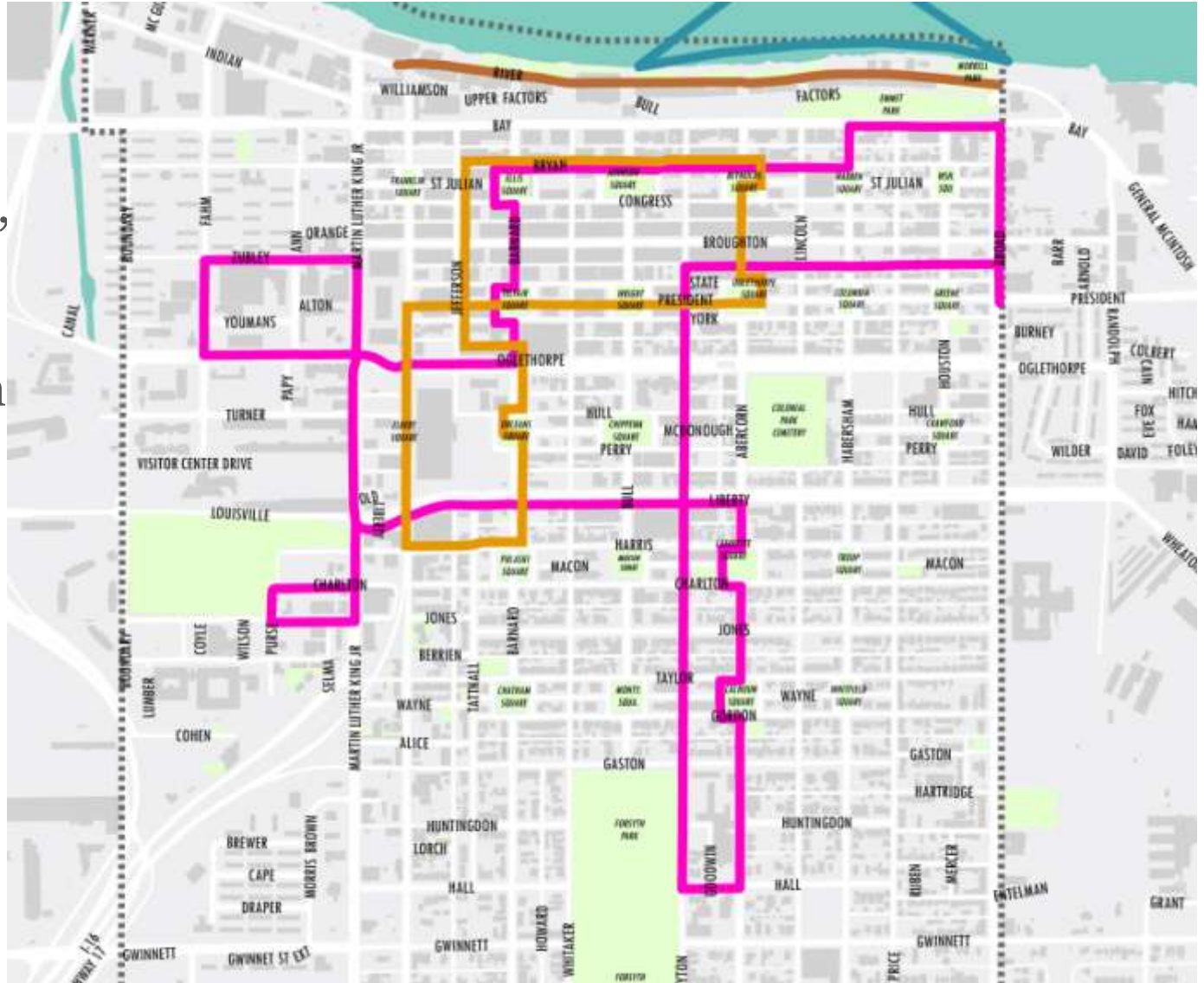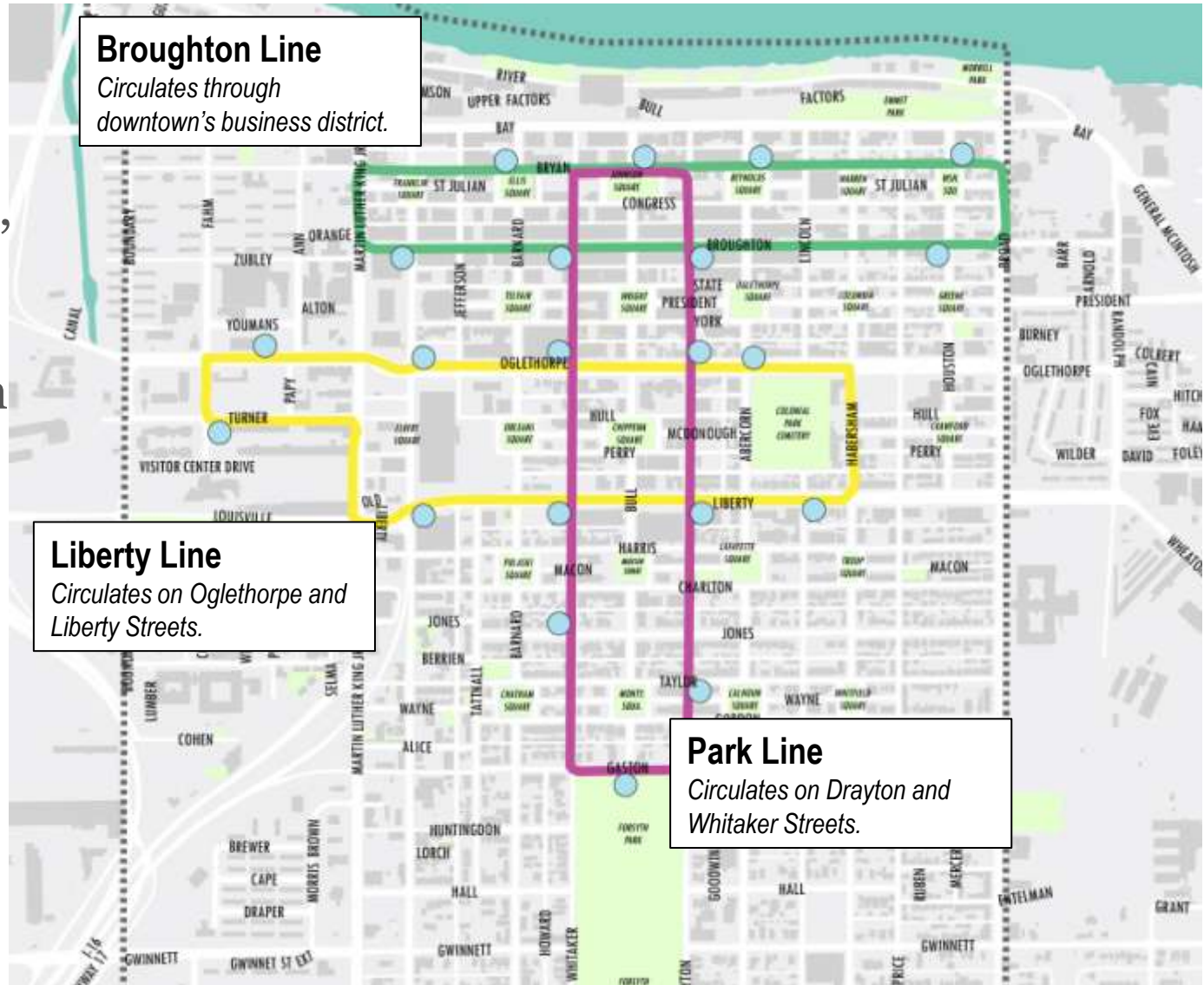
Mobility: Revise transit service options

Combine all shuttles into a single system, a single brand, and a memorable differentiation of routes
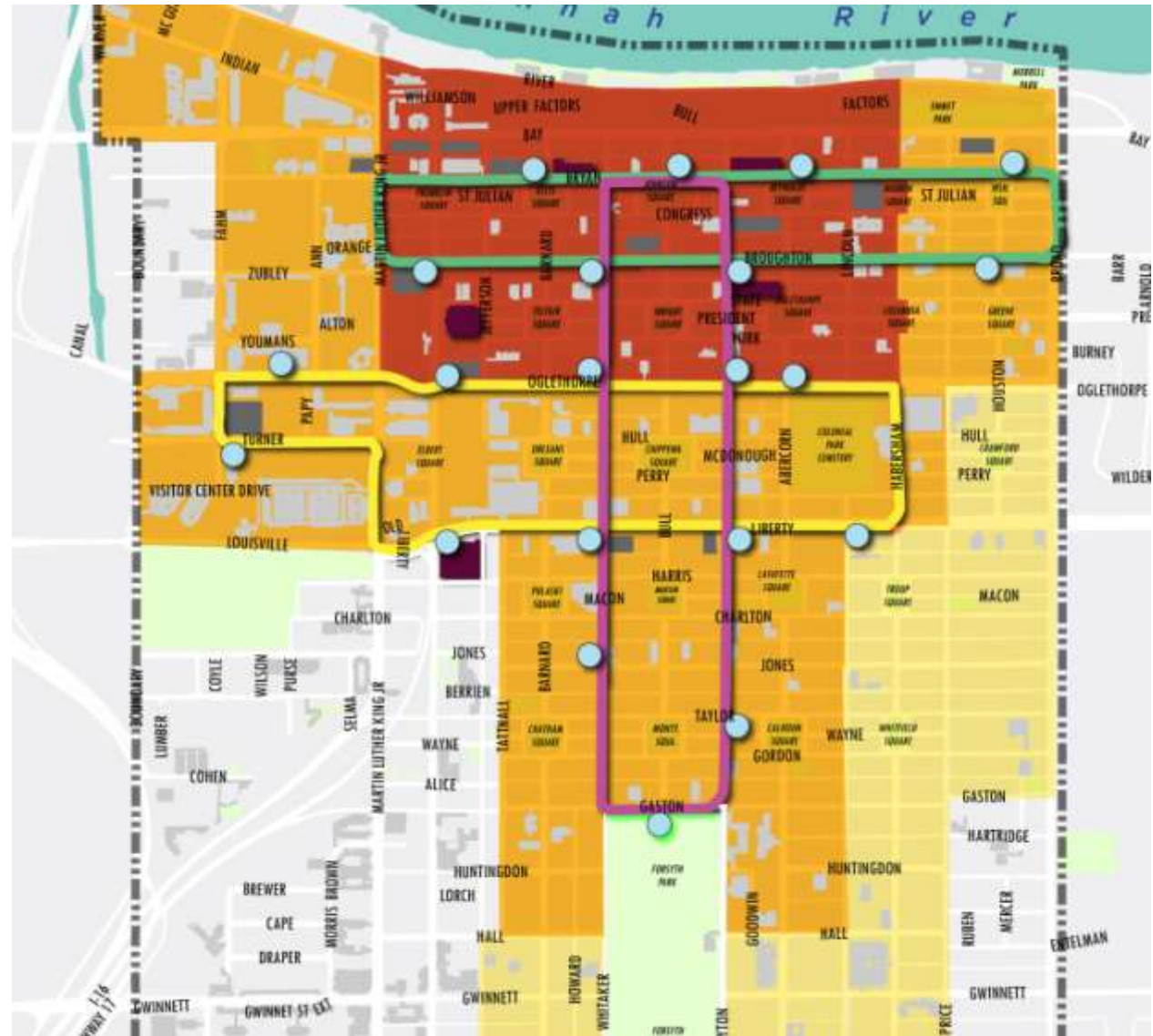
Mobility: Reduce barriers to use of other modes

- Modify CAT policy to honor bike share subscription receipts as a transit fare
- Carpool/rideshare priority in monthly pass purchases
- Greatly expand bikeshare program
- New sponsorship models for bikeshare
- Explore Transportation Management Association feasibility
- Raise rate of investment (double) in pedestrian amenities/sidewalk improvements

Mobility: Complete the bicycle network gaps with low-stress on-street routes and protected lanes on less busy roads
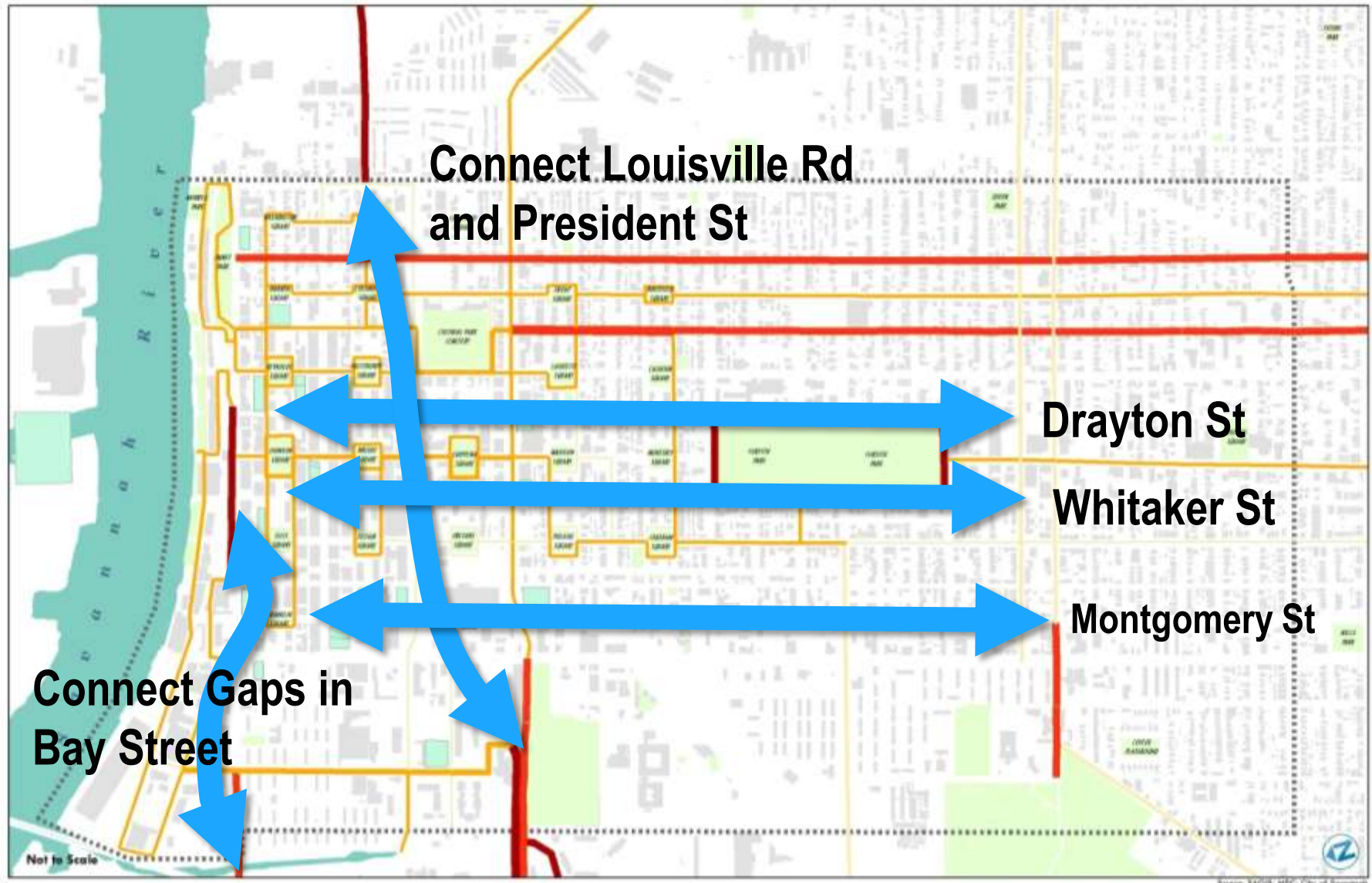
Mobility: Cycle Track for Montgomery Street?

MONTGOMERY

WAYNE
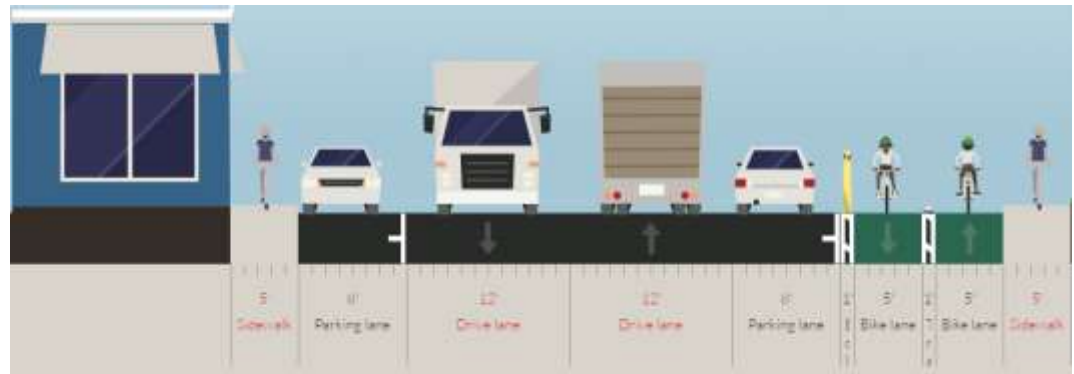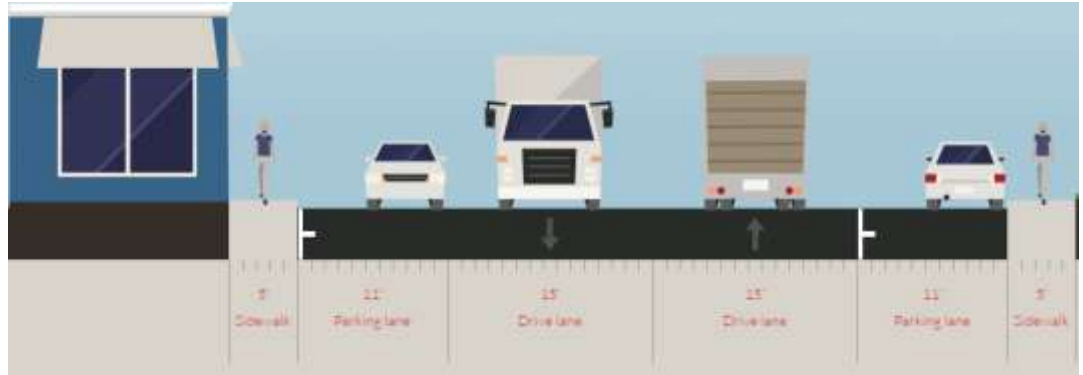
Mobility: Protected Bicycle Lanes

Washington, D.C.
(15th Street, NW)

St. Louis, MO (Chestnut Street)

Parking System: Using Parking Revenue to fund overall Transportation Improvements

- **Central Oklahoma Transportation and Parking Authority**

- Responsible for planning, developing, building, and operating a balanced downtown parking network and a regional public transit system

- **San Francisco Municipal Transportation Authority**

- Oversees transit, parking, traffic engineering, pedestrian planning, bicycle implementation, accessibility, and taxi regulation

- 80% of $187 million/year of parking fines and fees dedicated to transportation programs

Mobility: Designate a Mobility Coordinator

- Oversees coordination of parking facilities with shuttle services, bikeshare and other management options
- Not focused on enforcement/facility management OR tourism services – mission oriented to public services available to anyone
- Can launch pilot TDM programs
- Has a role in development review

Mobility: Designate a Mobility Coordinator

- **Ann Arbor, MI**

- Benefits include:
  - Unlimited rides on all TheRide buses
  - Discounts on other commuter services
  - Discounts to downtown stores
- Eligibility
  - Employer located within DDA boundary
  - $10 per FT employee
  - Go!Pass Coordinator with free training and promotional materials

DDA boundary
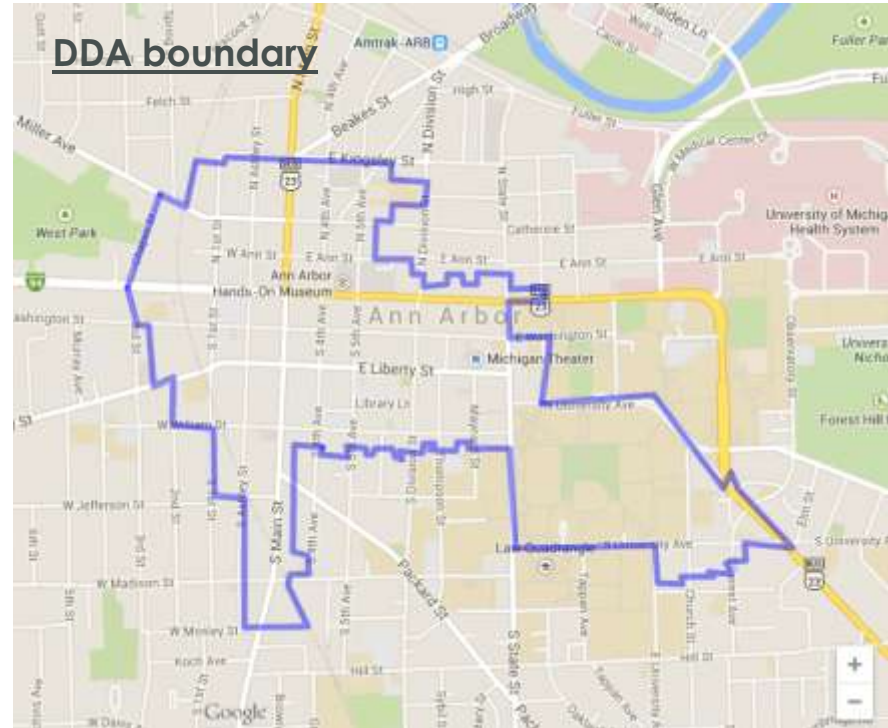
User-Friendliness: 'The Hostess Parking System of the South'

Use available technology to share information

Make the system intuitive

Use current roles and responsibilities in a way that is friendly, forgiving and welcoming

User-Friendliness: Replace coin-only meters

User Friendliness: Expand enforcement officers' roles and responsibilities to include 'ambassador' functions

MIAMI

RALEIGH

User Friendliness: Establish a "First-Ticket Free" policy

- **Redwood City, CA**

(front side)

(back side)

User Friendliness: Expand branding of Downtown Savannah to all mobility experiences

- Finish implementing the 2007 wayfinding plan
- Unify on-street parking into existing wayfinding and branding system, including signs and meters
- Remove all signs and stickers not keeping with standards

User-Friendliness: Expand branding of Downtown Savannah to all mobility experiences

- **Nantucket, MA**

User Friendliness: Real-time availability displays

- Treat garages as a unified system with real-time decision-making for users

- Display spaces by level for transient parkers to improve efficiency

User Friendliness: Simplify loading/unloading zones

SPECIALITY CURBSIDE USES

- Bus Stop
- Carriage Stand
- Local Tour Bus
- Motor Coach
- Taxi Stand
- Valet
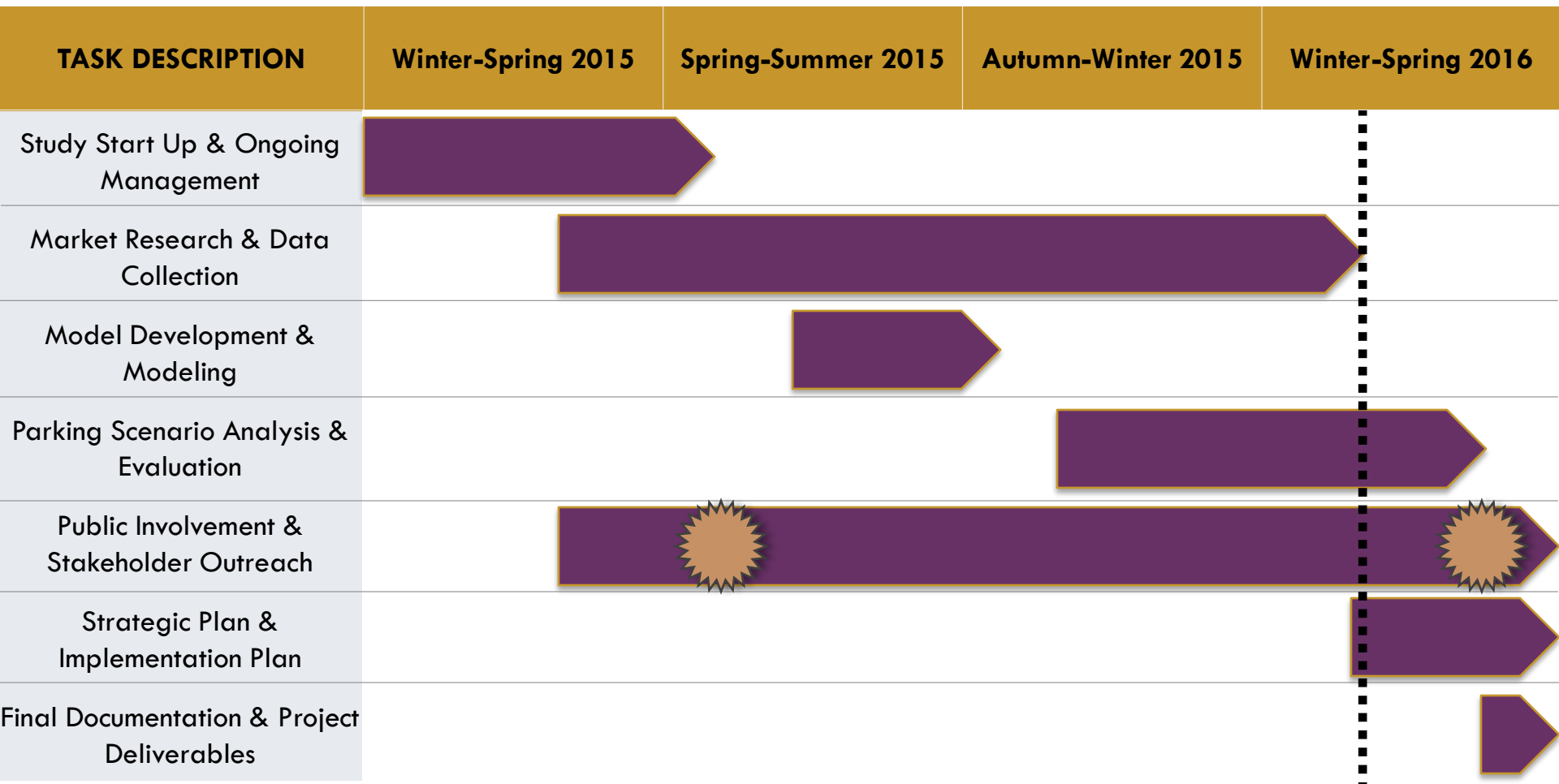- Freight Loading/Parking
- Passenger Loading
- Reserved

VS.

- Passenger Loading
- Freight Loading
- Special Loading
- Reserved Parking
- Transit Stop

Study Process and Where We Are Now

- In an early stage of recommendations
- Next steps include final report and implementation plan

TASK DESCRIPTION	Winter-Spring 2015	Spring-Summer 2015	Autumn-Winter 2015	Winter-Spring 2016
Study Start Up & Ongoing Management				
Market Research & Data Collection				
Model Development & Modeling				
Parking Scenario Analysis & Evaluation				
Public Involvement & Stakeholder Outreach				
Strategic Plan & Implementation Plan				
Final Documentation & Project Deliverables				

COMMUNITY OPEN HOUSE

Presentation of **draft recommedations** for
Improving parking and mobility in greater downtown Savannah

THURSDAY MARCH 3rd | 4 PM – 7 PM
holiday inn express | 199 bay street (@ abercorn)

Open House Format - Presentation at 6 PM
Entrance on Abercorn Street - Take Elevator Down to Meeting Room Level
Free Parking in Bryan Street Garage - Bring Ticket to Meeting for Validation

Same Meeting - Two Opportunities to Participate

FRIDAY MARCH 4th | 11 AM – 2 PM
Metropolitan planning commission | 112 E. State st.

Open House Format - Presentation at Noon
Arthur A. Mendonsa Hearing Room
Free Parking in State Street Garage - Bring Ticket to Meeting for Validation

Keeping in Touch

■ www.savannahparkingmatters.com

■ Provide feedback on the draft recommendations using our new survey:

[https://www.surveymonkey.com/r/Savannah ParkingMattersOpenHouse](https://www.surveymonkey.com/r/SavannahParkingMattersOpenHouse)

■ Thank you!